51-5

# NTERIOR DESIGN

MARCH 1960

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FINE ARTS
UNIVERSITY
OF
PENNSYLVANIA

# 29

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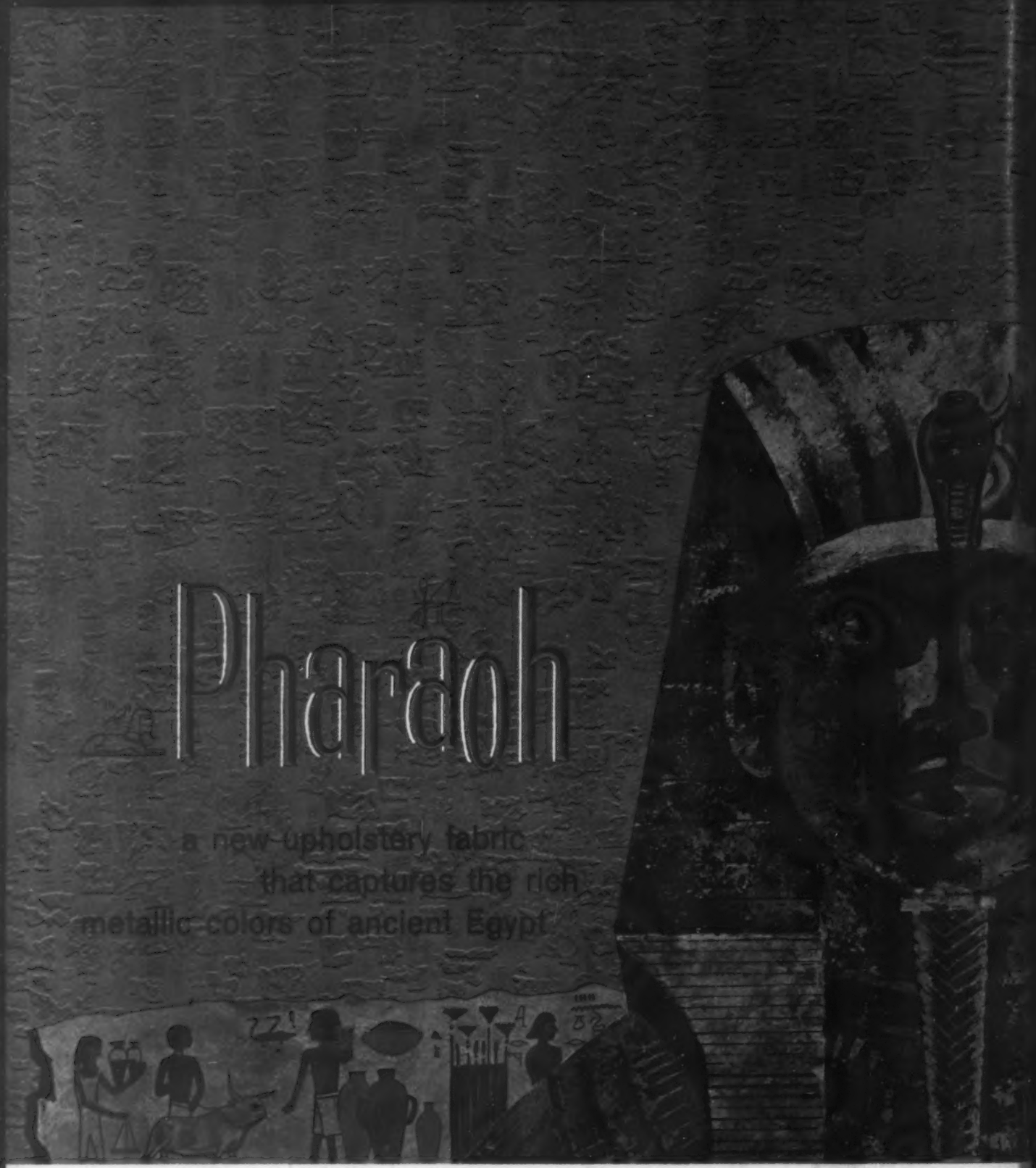
*A Professional Magazine for the Interior Designer and Decorator*

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QUALITY SOURCES • *A convenient monthly indexed buying guide to sources of supply advertised in this issue*...11, 12, 14, 16

MARKET SPOTLIGHT • *A brief guide to new sources and products*..... 37

EDITORIAL: A SALUTE TO THE AMERICAN INSTITUTE OF DECORATORS 123

29TH ANNUAL A.I.D. CONFERENCE: Message from National President... 124

National Officers and Board of Governors .....124-125

Conference Program ..... 126

A.I.D. Trip to the Orient ..... 126

Message from Southern California Chapter President ..... 127

Southern California Chapter Officers ..... 127

Chapter Presidents ..... 128

Los Angeles A.I.D. Show ..... 129

CALIFORNIA: As Seen by an Interior Designer Who Lives and Works There 132

PORTFOLIO OF CHAPTER WORK: Southern California District Chapter .. 136

PORTFOLIO OF CHAPTER WORK: Northern California District Chapter .. 178

THE WINTER MARKETS, PART 2 ..... 196

A.I.D. NEWS ..... 206

TRADE NOTES ..... 304

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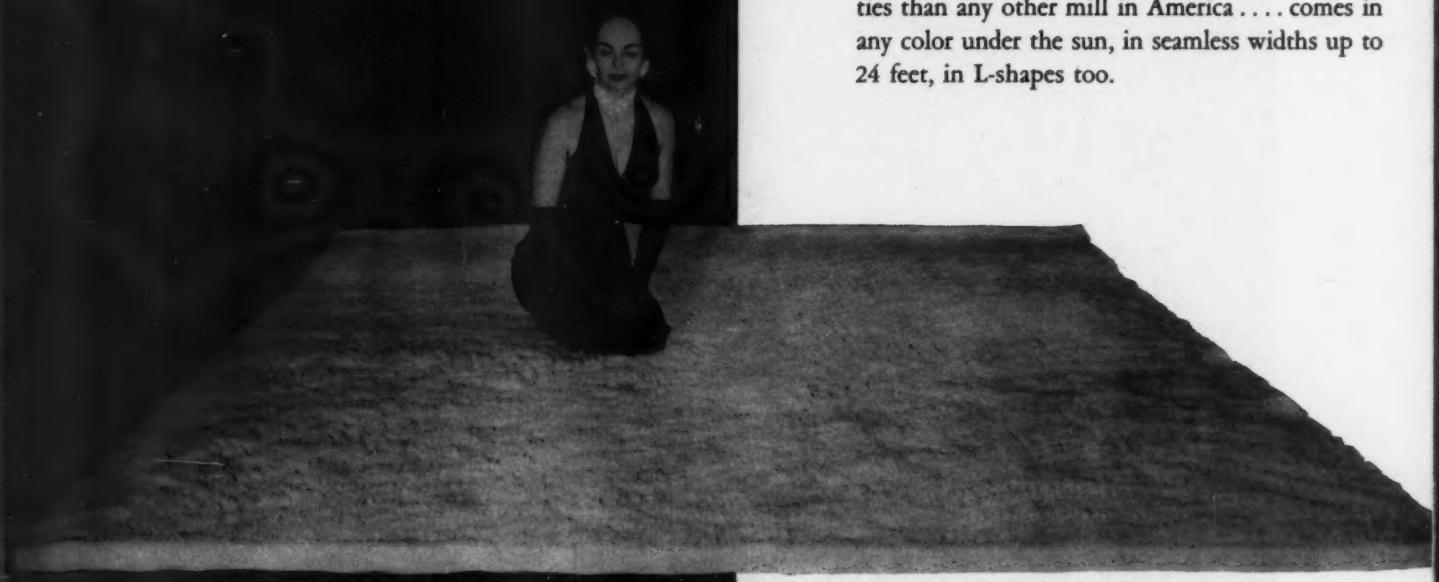

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|---|---|---|
| Ansteth Imports, (Fred T. Durkee), 470 Jackson Square, San Francisco 11, Calif. | YU 6-5667 | 283 |
| Beemak, Inc., 8445 Melrose Ave., Los Angeles 46, Calif. | OL 3-5700 | 24 |
| Borghese, 1231 23rd St., N.W., Washington 7, D. C. | FE 7-4725 | 308 |
| Brackenridge and Taylor, 861 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 5-7060 | 258 |
| Burton, Max, 130 S. Robertson Blvd., Los Angeles 48, Calif. | CR 6-9354 | 234 |
| Chinacrafts Corp., 471 N. Robertson Blvd., Los Angeles 48, Calif. | CR 5-7460 | 313 |
| Conway, Caruthers, 1 Balance St., Jackson Sq., San Francisco 11, Calif. | EX 7-2779 | 294 |
| Damron-Kaufmann, Inc., 440 Jackson Sq., San Francisco 11, Calif. | SU 1-3926 | 293 |
| Danish Products, 475 5th Ave., N. Y. 17 | MU 3-1093 | 319 |
| DeLuca, Pino, Importer, 205 E. 49th Street, N. Y. 17 | MU 8-6280 | 119 |
| Erkins Studios, 13 W. 40th St., N. Y. 18 | WI 7-3862 | 299 |
| Florentine Craftsmen, Inc., 479 1st Ave., N. Y. 16 | LE 2-3926 | 250 |
| Fraser, Agnes E., Studio, 438 N. La Cienega Blvd., Los Angeles 48, Calif. | OL 2-1177 | 259 |
| Hatches, Walter, The, 225 5th Ave., N. Y. 10 | MU 3-5875 | 274 |
| Hudson-Rissman, 8811 Beverly Blvd., Los Angeles 48, Calif. | CR 5-1574 | 226 |
| Interiors Import Company, Inc., 783 3rd Ave., N. Y. 17 | PL 1-4740 | 242 |
| Miya Co., Inc., 39 E. 28th St., N. Y. 16 | LE 2-4866 | 217 |
| Morrison Imports, 10 Gold St., Jackson Sq., San Francisco 11, Calif. | DO 2-0196 | 293 |
| Mottahedeh & Sons, 225 5th Ave., N. Y. 10 | MU 5-3050 | 272 |
| Planoramics, 631 E. 1st St., Boston, Mass. | AN 8-5002 | 214 |
| Regent Glass Co., Inc., 696 1st Ave., N. Y. 22 | PL 5-9664 | 308 |
| Sills, Dudley, 39 W. 23rd St., N. Y. 10 | CH 3-5230 | 310 |
| Sorcerer's Apprentice, 545 N. La Cienega Blvd., Los Angeles 48, Calif. | OL 5-7639 | 301 |
| Toyo Trading Co., Dept. M-20, 800 W. 11th St., Los Angeles 15, Calif. | RI 9-9431 | 309 |
| Trimble, Dean, Imports, 802 Montgomery, Jackson Sq., San Francisco 11, Calif. | SU 1-5880 | 297 |
| Tropic Treasures Company, 116 S. Robertson Blvd., Los Angeles 48, Calif. | CR 6-3874 | 236 |
| Vogel Peterson Co., Rt. 83 & Madison St., Chicago, Ill. | MA 7-3376 | 268 |
| Wagner, Sherle, 123 E. 57th St., N. Y. 22 | PL 8-8300 | 87 |
| **ANTIQUES** | | |
| Antiques, Ltd., 1517 Merchandise Mart, Chicago, Ill. | MO 4-5410 | 304 |
| Badertscher, Don, 716-A N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-0286 | 254 |
| Butterfield & Butterfield, 445 Jackson Sq., San Francisco 11, Calif. | EX 2-6261 | 296 |
| Ellis, Grace, 731 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-1688 | 254 |
| French & Co., Inc., 975 Madison Ave., N. Y. 21 | LE 5-3330 | 215 |
| French Antique Shoppe, The, 737 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-2088 | 257 |
| Haywood, Nancy, 933 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 5-9889 | 275 |
| Lawson, Richard, 125 N. Robertson Blvd., Los Angeles 48, Calif. | CR 6-0965 | 228 |
| Leff, Blanche, Inc., 26 E. 55th St., N. Y. 22 | PL 3-8208 | 271 |
| Levine, Marion, 1270 2nd Ave., N. Y. 21 | TR 9-2120 | 265 |
| Martin of London, 8333 Melrose Ave., Los Angeles 46, Calif. | OL 3-1566 | 260 |
| Meredith Galleries, 212-216 E. 57th St., N. Y. 22 | PL 3-0572 | 299 |
| Mezzanine, 602 Madison Ave., N. Y. 22 | PL 3-1347 | 300 |
| Ponthier-Boeken, Inc., 729 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-9833 | 260 |
| Walker, James W., 710 Sansome St., Jackson Sq., San Francisco 11, Calif. | EX 2-2833 | 290 |
| Zucker, Reisie & Gigi, 432 E. 75th St., N. Y. 21 | RH 4-3420 | 309 |
| **ASH RECEIVERS** | | |
| Loumac Supply Corp., Dept. ID, 333 E. 103rd St., N. Y. 29 | AT 9-5374 | 275 |
| **ASSOCIATIONS** | | |
| American Assoc. of Custom Frame Makers Inc., P.O. Box 542, Radio City Station, N. Y. 19 | | 313 |
| American Walnut Manufacturers Ass'n., 666 Lake Shore Dr., Chicago, Ill. | WH 5-6162 | 50 |
| **AWNINGS** | | |
| Jensen-Lewis Co., 205 W. 19th St., N. Y. 11 | WA 9-4880 | 276 |
| **BEDS AND BEDDING** | | |
| Beckley, Charles H., Inc., 944 3rd Ave., N. Y. 22 | PL 9-8450 | 243 |
| Hein & Kopins, 334 E. 75th St., N. Y. 21 | TR 9-4454 | 310 |
| Wareo Patent Bed Co., P.O. Box 338, Delaware, Ohio | DE 3-1281 | 310 |
| **CLASSIFIED ADVERTISING** | | 316 |
| **DECORATIVE HARDWARE** | | |
| City of Hankow Tassel Co., 406-420 Grant Ave., San Francisco, Calif. | EX 2-5077 | 273 |
| **DRAPERY HARDWARE** | | |
| Electro-Traverse Corp., 1011 S. Western Ave., Los Angeles, Calif. | RE 1-2268 | 311 |
| **EXHIBITIONS** | | |
| U. S. World Trade Fair, 331 Madison Ave., N. Y. 17 | MU 2-4802 | 45 |
| **FABRICS** | | |
| Allen Silk Mills, 868 6th Ave., N. Y. 1 | MU 6-2380 | 314 |
| Barash Company, The, A Division of United States Plywood Corp., Dept. ID 3-60, 122 Fifth Ave., N. Y. 11 | WA 9-5178 | 106 |
| Brunschwig & Fils, Inc., 509 Madison Ave., N. Y. 22 | MU 8-4131 | 40 |
| Calvin, Henry, Fabrics, 412 Jackson Sq., San Francisco 11, Calif. | YU 2-5411 | 298 |
| Caro & Upright, 720 S. Los Angeles St., Los Angeles, Calif. | MA 7-0021 | 222 |
| Carter's, 515 Madison Ave., N. Y. 22 | PL 5-3888 | 264 |
| Chaneaux Imports, Inc., 509 Madison Ave., N. Y. 22 | EL 5-1922 | 302 |
| Chemstrand, The, Corp., 350 5th Ave., N. Y. 1 | OX 5-5100 | 38 |
| Contract Fabrics, Inc., 175 E. 87th St., N. Y. 28 | SA 2-4577 | 287 |
| David & Dash, 2445 N. Miami Ave., Miami, Fla. | FR 1-6554 | 13 |
| Dazian's, Inc., 318 S. Robertson Blvd., Los Angeles 48, Calif. | CR 6-2975 | 224 |
| Denst & Soderlund, Inc., 7355 Exchange Ave., Chicago 49, Ill. & 575 Madison Ave., N. Y. 22 | SA 1-5515<br>PL 9-5410 | 316<br>316 |
| Elenhank Designers, Inc., 347 E. Burlington St., Riverside, Ill. | HI 7-7933 | 287 |
| El Merriam, Inc., 112 S. Robertson Blvd., Los Angeles 48, Calif. | CR 1-5857 | 234 |
| Fairman, Derek M., 460 Jackson Sq., San Francisco 11, Calif. | YU 2-4747 | 294 |
| Far Eastern Fabrics Imports, 171 Madison Ave., N. Y. 16 | MU 3-2623-4 | 102 |
| Fridek, Stephen, Fabrics, Inc., 501 Madison Ave., N. Y. 22 | PL 8-0365 | 238 |
| Goodrich, B. F., Industrial Products Co., Dept. ID-3, Marietta, Ohio | FR 3-6611 | 2nd Cover |
| Harris, S. & Company, 1006 Santee St., Los Angeles, Calif. | RI 7-7271 | 220 |
| Hexter, S. M., 509 Madison Ave., N. Y. 22 | EL 5-5587 | 114 |
| Jofa, Inc., 45 E. 53rd St., N. Y. 22 | PL 5-0500 | 111 |
| Keeney, Ken, 414 Jackson Sq., San Francisco 11, Calif. | EX 7-0616 | 285 |
| Kravet Fabrics, Inc., 50 E. 53rd St., N. Y. 22 | PL 3-1290 | 287 |
| Kroll, Boris, Fabrics, 220 E. 51st St., N. Y. 22 | PL 5-6200 | 122 |
| Landers Corp., The, P.O. Box 911, Toledo 1, Ohio | CH 1-4295 | 34, 35 |
| Larsen, Albert, 110 N. Robertson Blvd., Los Angeles 48, Calif. | CR 1-9729 | 221 |
| Lehman-Connor, H. B., Co., Inc., 509 Madison Ave., N. Y. 22 | PL 8-2100 | 27 |
| Lesini, Inc., 14 E. 53rd St., N. Y. 22 | PL 2-9898 | 246 |
| Louma Handprints, Inc., 938 Harrison St., San Francisco, Calif. | GA 1-4609 | 292 |
| McHugh, John L., 26 E. 56th St., N. Y. 22 | MU 8-3580 | 69 |
| Odenheimer & Baker, Inc., 137 N. Robertson Blvd., Los Angeles 48, Calif. | BR 2-6541 | 224 |
| Parsinger Originals, Inc., 32 E. 57th St., N. Y. 22 | PL 5-3766 | 101 |
| Pindler & Pindler, Inc., 156 S. Robertson Blvd., Los Angeles 48, Calif. | BR 2-5759 | 236 |
| Pittsburgh Plate Glass Co., Fiber Glass Div., Gateway Center, Pittsburgh 22, Pa. | AT 1-5100 | 88 |
| Robson, Robert E., 714 Sansome St., Jackson Sq., San Francisco 11, Calif. | YU 6-4727 | 284 |


*Continued on page 12*

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INTERIOR DESIGN

MARCH 1960

## PURCHASING NOTES

## FABRICS (continued)

| | TELEPHONE | PAGE NO. |
|---|---|---|
| Rogers, Bruce, Inc., 15 Hotaling Pl., Jackson Sq., San Francisco 11, Calif. | EX 7-2819 | 290 |
| Rogers-Kneedler, 26 Hotaling Pl., Jackson Sq., San Francisco 11, Calif. | YU 2-4987 | 292 |
| Scalamandre Silks, Inc., 61 E. 52nd St., N. Y. 22 | PL 9-2070 | 2 |
| Schumacher, F., & Co., 60 W. 40th St., N. Y. 18 | LO 5-5700 | 28 |
| Strohsim & Romann, 35 E. 53rd St., N. Y. 22 | PL 5-9500 | 83 |
| Thorp, J. H., & Co., Inc., 425 E. 53rd St., N. Y. 22 | EL 5-5300 | 79 |
| U. S. Rubber, Naugahyde, Mishawaka, Indiana | 5-2181 | 56, 57, 77 |
| Webb Textiles, Inc., 313 N. Robertson Blvd., Los Angeles 48, Calif. | CR 4-4577 | 235 |

## FABRIC PROCESSING

| | | |
|---|---|---|
| Perma Dry, 3 W. 17th St., N. Y. 11 | WA 4-0877 | 72 |
| Synthetics Finishing Corp., 462 N. 8th St., Philadelphia 2, Pa. | MA 7-4855 | 23 |

## FABRICS, METAL INSULATED

| | | |
|---|---|---|
| Milium Division, Deering Milliken & Co., Inc., 1045 6th Ave., N. Y. | OX 5-1200 | 121 |

## FIREPLACE

| | | |
|---|---|---|
| Jackson, Edwin, Inc., 159 E. 54th St., N. Y. 22 | PL 9-8210 | 276 |
| Ye Olde Mantel Shoppe, 327 E. 48th St., N. Y. 17 | PL 8-3210 | 249 |

## FLOOR COVERING

| | | |
|---|---|---|
| American Viscose Corp., 350 5th Ave., N. Y. 1 | LA 4-7200 | 86 |
| Berven Rug Mills, P.O. Box 1792, Fresno 17, Calif. | AD 3-7363 | 9 |
| Bigelow, 140 Madison Ave., N. Y. 16 | OR 9-3000 | 82 |
| Cabin Crafts Inc., Dalton, Georgia | 1100 | 32 |
| Custom Floor Covering Mills, Inc., 413 W. Hawthorne, Dalton, Ga. | 2133 | 245 |
| Decorative Carpets, Inc., 144 N. Robertson Blvd., Los Angeles 48, Calif. | OL 2-6212 | 232 |
| Dellinger, Rome, Georgia | 2-4447 | 89 |
| Dipple, Vogler & Sharkey Co., Inc., 509 Madison Ave., N. Y. 22 | MU 8-8484 | 267 |
| Duraloom Carpet Mills, Inc., Lehighton, Pa., and 38 E. 75th St., N. Y. 21 | TR 9-7280 | 216, 249 |
| Feldman, Manuel Co., Inc., 18 E. 53rd St., N. Y. 22 | PL 3-7640 | 266 |
| Fields, Edward, Inc., 509 Madison Ave., N. Y. 22 | PL 9-2200 | 321 |
| Floor Decorators, Inc., 415 Jackson Sq., San Francisco 11, Calif. | SU 1-5710 | 282 |
| Frazier, Don, Inc., 434 N. La Cienega Blvd., Los Angeles 48, Calif. | OL 2-2394 | 257 |
| Gold, William, 425 E. 53rd St., N. Y. 22 | EL 5-7103 | 212 |
| Goodrich, B. F., Sponge Products Div., 136 Derby Place, Shelton, Conn. | RE 5-4661 | 238 |
| Gotham Carpet Associates Inc., 515 Madison Ave., N. Y. 22 | PL 9-3388 | 57 |
| Kent-Costikyan, Inc., 305 E. 63rd St., N. Y. 21 | TE 8-3120 | 299 |
| Leonard Carpet Manufacturing Co., 1051 E. 32nd St., Hialeah, Fla. and 15 E. 53rd St., N. Y. | TU 8-8484<br>PL 2-1366 | 49<br>49 |
| Mangee, Simon, & Son, 575 Madison Ave., N. Y. 22 | MU 8-7700 | 93 |
| McCagney, John, Inc., 139 E. 57th St., N. Y. 22 | PL 1-4565 | 263 |
| Morjikian, A., Co., 108 E. 48th St., N. Y. 17 | PL 3-8695 | 246 |
| Robbins Bros., Inc., 281 5th Ave., N. Y. 16 | MU 9-3612 | 6 |
| Stark Carpet Corp., 509 Madison Ave., N. Y. 22 | PL 4-1070 | 63 |
| Tai Ping, 8756 Beverly Blvd., Los Angeles, Calif. | OL 5-6385 | 224 |
| Templeton, James, & Co. Ltd., 281 5th Ave., N. Y. 16 | MU 9-3612 | 6 |
| Treganowan, Ernest, Inc., 49 E. 53rd St., N. Y. 22 | PL 5-0330 | 239 |
| Turner, Priscilla, Rug Guild, Turner, Maine | MU 5-0664 | 319 |
| V'Soske, Inc., 310 Scribner Ave., N.W., Grand Rapids, Mich. | GR 8-5492 | 117 |
| 101 S. Robertson Blvd., Los Angeles 48, Calif. | CR 6-3305 | 230 |
| 855 Montgomery St., San Francisco 11, Calif. | EX 7-6786 | 230 |

## FLOORING

| | | |
|---|---|---|
| Amtico, Flooring Division of the American Biltrite Rubber Co., Trenton 2, N. J. | EX 6-4533 | 18 |
| Bangkok Industries, Inc., 1545 W. Passyunk Ave., Phila. 45, Pa. | DE 4-7272 | 315 |
| Congoleum-Nairn, Inc., Gold Seal Div., 195 Belgrove Drive, Kearny, N. J. | KE 2-1000 | 76 |
| Kentile, Inc., 58 2nd Ave., Brooklyn 15, N. Y. | SO 8-9500 | 20 |
| Robbins Floor Products, 515 Madison Ave., N. Y. 22 and Tuscumbia, Alabama | PL 1-1575 | 17 |
| 320 N. Robertson Blvd., Los Angeles 48, Calif. | OL 5-6972 | 226 |
| Vinyl Plastics, Inc., 1825 Erie Ave., Sheboygan 9, Wisc. | GL 7-5075 | 120 |

## FOAM RUBBER

| | | |
|---|---|---|
| U. S. Rubber, Mishawaka, Indiana | 5-2181 | 56, 57, 77 |

## FURNITURE

| | | |
|---|---|---|
| Acme National Refrigeration Co., Inc., 19-26 Hazen St., Astoria, L. I. 5, N. Y. | RA 1-5510 | 246 |
| Albano, Co., Inc., 307 E. 46th St., N. Y. 17 | PL 1-5980 | 92 |
| American Chair Co., 911 N. 11th St., Sheboygan, Wisc. | SH 5027 | 212 |
| Andrew, 472 Jackson Square, San Francisco 11, Calif | UN 3-0368 | 289 |
| Auffray & Co., 921 3rd Ave., N. Y. 22 | PL 3-9512 | 104 |
| Baker Furniture, Inc., 305 E. 63rd St., N. Y. 21 | TE 2-8640 | 322 |
| Barber, Robert, Inc., 6 E. 53rd St., N. Y. 22 | EL 5-0785 | 265 |
| Barrett, David, 27 E. 61st St., N. Y. 21 | TE 8-5112 | 301 |
| Berinoff, L. W., 441 Jackson Sq., San Francisco 11, Calif. | YU 2-3083 | 298 |
| Bernhard's Inc., 451 Jackson Sq., San Francisco 11, Calif. | DO 2-1451 | 284 |
| Bernique, Ltd., 8460 Melrose Ave., Los Angeles 46, Calif. | OL 5-5242 | 259 |
| Bodart, Jacques, Inc., 49 E. 53rd St., N. Y. 22 | EL 5-6171 | 1 |
| Brewer, Bill, Associates, 551 Pacific Av., Jackson Sq., San Francisco 11, Calif. | YU 2-2227 | 295 |
| Brown, S., Co., 425 Jackson Sq., San Francisco 11, Calif. | YU 2-6269 | 284 |
| Brunovan, Inc., 425 E. 53rd St., N. Y. 22 | EL 5-2267 | 59 |
| Burge, Yale R., 42 E. 57th St., N. Y. 22 | PL 3-9887 | 62 |
| Cannell & Lincoln, 431 Jackson Sq., San Francisco 11, Calif. | YU 2-0488 | 288 |
| Capitol Upholstery Co., Inc., 22 W. 32nd St., N. Y. 1 | LO 3-5764-65 | 247 |
| Carlisle Upholsterers, Inc., The, 44 W. 18th St., N. Y. 18 | CH 2-1386 | 309 |
| Chaddock, Guy, 8607 Melrose Ave., Los Angeles 46, Calif. | OL 5-6447 | 258 |
| Christian, S., of Copenhagen, Inc., Jackson Sq., Corner Sansome, San Francisco 11, Calif. | EX 2-3394 | 295 |
| Clark & Burchfield, Inc., 120 S. Robertson Blvd., Los Angeles 48, Calif. | CR 6-1158 | 222 |
| Colombo, Leopold & Bro., Inc., 327-329 E. 34th St., N. Y. 16 | MU 5-3975 | 269 |
| Compata, 135 Plymouth St., Brooklyn 1, N. Y. | MA 5-1861 | 250 |
| Cox, Edna Rymal, 8817 Beverly Blvd., Los Angeles 48, Calif. | CR 6-3134 | 231 |
| Croydon Furniture Co., 41 E. 31st St., N. Y. 16 | OR 9-8866 | 41 |
| Davidson, Ltd., 1622 W. Carroll Ave., Chicago 12, Ill | CA 6-3393 | 245 |
| Decorative Crafts, Inc., 225 5th Ave., N. Y. 10 | MU 5-3553 | 239 |
| Decorative Imports, 408 Jackson Sq., San Francisco 11, Calif. | DO 2-0196 | 288 |
| Decorative Trends, Inc., 160 E. 57th St., N. Y. 22 | PL 9-7167 | 270 |
| De Gaal and Walker, Inc., 405 E. 62nd St., N. Y. 21 | TE 8-7575 | 237 |
| Detroit Furniture, 567 Flushing Ave., Brooklyn, N. Y. | EV 8-1900 | 98 |
| diLucca Inc., 1226 2nd Ave., N. Y. 21 | LE 5-0005 | 251 |
| Di Salvo Galleries, 787 3rd Ave., N. Y. 17 | PL 5-1348 | 100 |
| Dunbar Furniture Corp., 305 E. 63rd St., N. Y. 21 | TE 8-8718 | 21 |
| Ellis, Jane, 714 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-0430 | 254 |
| Erwin-Lambeth, Thomasville, North Carolina | 2751 | 53 |
| Ficks Reed Co., Charlesmar Drive, Cincinnati 27, Ohio | BR 1-9011 | 315 |
| Fine Arts Furniture Inc., 320 E. 65th St., N. Y. 21 | RE 7-4482 | 317 |
| French Antique Co., The, 119 E. 57th St., N. Y. 22 | PL 5-2234 | 302 |
| French & Italian Furniture Co., Inc., 215 E. 47th St., N. Y. 17 | PL 5-0030 | 52 |
| Furniture Specialties, 316 E. 61st St., N. Y. 21 | TE 8-7040 | 268 |
| Gasser Chair Co., The, 4136 Logan Ave., Youngstown, Ohio | RI 6-2234 | 240 |
| Good, John, Imports, 8914 Melrose Ave., Los Angeles 46, Calif. | CR 4-0045 | 260 |

*Continued on page 14*

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## FURNITURE (continued)

| | TELEPHONE | PAGE NO. |
|---|---|---|
| Grand Rapids Upholstery Co., Grand Rapids, Mich. | GL 9-0273 | 319 |
| Grosfeld House, Inc., 215 E. 58th St., N. Y. 22 | EL 5-3227 | 266 |
| Guildhall Galleries, Ltd., 679 N. Wells St., Chicago 10, Ill. | WH 4-3200 | 215 |
| Hadleigh, Inc., 412 E. 59th St., N. Y. 22 | PL 9-5635 | 241 |
| Hagen International, 501 Davis St., San Francisco 11, Calif. | EX 2-8857 | 281 |
| Hanseatic Furniture Co., 325 W. Huron St., Chicago 10, Ill. | WH 3-3848 | 286 |
| Hanson, Bettina, Inc., 115 N. Robertson Blvd., Los Angeles 48, Calif. | CR 6-4081 | 233 |
| Helikon, 543 Madison Ave., N. Y. 22 | MU 8-3210 | 31 |
| Jetlounger, Inc., Souderton, Pa. | PA 3-5137 | 107 |
| Johnson Furniture Co., 1101 Godfrey St., S.W., Grand Rapids, Mich. | CH 5-1161 | 70 |
| Kalpe Furniture Mfg. Co., 308 W. Florence, Inglewood 1, Calif. | OR 8-7878 | 75 |
| Karges Furniture Co., Inc., The, Evansville 7, Indiana | HA 5-2291 | 3 |
| Kasparians, 7772 Santa Monica Blvd., Los Angeles 46, Calif. | OL 4-5656 | 51 |
| Kempler, Geo. J., Co., Inc., The, 160 5th Ave., N. Y. 10 | YU 9-1180 | 214 |
| Kittinger Co., 1893 Elmwood Ave., Buffalo 7, N. Y. | BE 3010 | 207 |
| Knapp & Tubbs, Inc., 6-187 Merchandise Mart, Chicago 54, Ill. | DE 7-7144 | 97 |
| Knoll, Associates, Inc., & Knoll International, Ltd., 575 Madison Ave., N. Y. 22 | MU 8-7900 | 25 |
| Lloyds Distributors, Inc., 116 E. 60th St., N. Y. 21 | PL 9-7313 | 276 |
| Lopipero, 788 3rd Ave., N. Y. 17 | PL 3-4120 | 272 |
| Luberto Design, Inc., 114 E. 57th St., N. Y. 22 | MU 8-4084 | 7 |
| Manno Upholstering Inc., 303-305 E. 60th St., N. Y. 21 | TE 8-6682 | 8 |
| Marden Mfg., Inc., 1015 N. Halsted St., Chicago 22, Ill. | MO 8-6160 | 33 |
| Maslow Freen Cabinet Craftsmen Inc., 146 E. 56th St., N. Y. 22 | MU 8-0450 | 264 |
| Mastercraft Furniture Co., 321 Terminal Ave., Grand Rapids, Mich. | GL 9-9514 | 44 |
| McGuire Company, The, Jackson Square, San Francisco 11, Calif. | YU 6-5776 | 291 |
| Meldan Furniture Co., 100 Business St., Hyde Park, Boston, Mass. and 305 E. 63rd St., N. Y. 21 | TE 8-3221 | 30 |
| Metz, J. L., Furniture Co., Inc., 252 Wildwood Rd., Hammond, Ind. | WE 1-2500 | 213 |
| Michigan Seating Co., Grand Rapids, Michigan | GL 4-4444 | 265 |
| Miele, Ralph A., Inc., 341 E. 62nd St., N. Y. 21 | TE 8-1777 | 39 |
| Molla, Inc., 425 E. 53rd St., N. Y. 22 | PL 1-3788 | 247 |
| New York Furniture Exhibit Corp., 451 Park Ave., South, N. Y. 16 | MU 3-7650 | 275 |
| Niccolini, Inc., 800 3rd Ave., N. Y. 22 | MU 8-3373 | 103 |
| Norris Furniture Corp., Franklin & 24th St., Richmond 14, Va. | MI 8-3516 | 243 |
| O'Donnell, Marie S., 435 Jackson Sq., San Francisco 11, Calif. | YU 6-6955 | 296 |
| Old Colony Furniture Co., Inc., Nashua, New Hampshire | TU 2-9761 | 95 |
| Olivieri, 127 E. 57th St., N. Y. 22 | EL 5-0413 | 244 |
| Parke-Bernet Galleries, Inc., 980 Madison Ave., N. Y. 21 | TR 9-8300 | 78 |
| Parvin, Albert & Co., 120 N. Robertson Blvd., Los Angeles 48, Calif. | OL 2-5760 | 227 |
| Prohber, Harvey, Inc., 41 E. 57th St., N. Y. 22 | TE 8-8040 | 68 |
| Rich, Paul, Designs, 307 N. Robertson Blvd., Los Angeles 48, Calif. | BR 2-3748 | 229 |
| Richards, Wholesale Furniture Showrooms, Inc., 8840 Beverly Blvd., Los Angeles 48, Calif. | CR 4-6287 | 223 |
| Rickberg Importers, 40 Hotaling Pl., Jackson Sq., San Francisco 11, Calif. | SU 1-5011 | 293 |
| Rogers, Frank, 8460 Melrose Pl., Los Angeles 46, Calif. | OL 3-3190 | 256 |
| Rubes, 1026 W. Van Buren St., Chicago 7, Ill. | TA 9-3750 | 22 |
| Ruben, Ltd., 550 Pacific Ave., Jackson Sq., San Francisco 11, Calif. | SU 1-1000 | 280 |
| Sacks, H., & Sons, Inc., Brookline, Mass. & 425 E. 53rd St., N. Y. 22 | PL 9-4557 | 85 |
| Sagar, Carroll & Associates, 8833 Beverly Blvd., Los Angeles 48, Calif. | CR 4-7243 | 234 |
| Salterini, John B., Co., Inc., 41 E. 57th St., N. Y. 22 | PL 1-3016 | 211 |
| Saybolt & Cleland Inc., 326 N. 17th St., Philadelphia, Pa. | RI 6-8724 | 251 |
| Schnitzer, Inc., 539 Washington St., Jackson Sq., San Francisco 11, Calif. | YU 2-2593 | 296 |
| Selig Manufacturing Co., Inc., Leominster, Mass. | MU 4-1245 | Back Cover |
| Seminole Furniture Shops, Inc., 300 E. 54th St., N. Y. 22 | PL 3-6513 | 242 |
| Shelby Williams Mfg. Inc., 2500 W. Ogden Ave., Chicago 8, Ill. | SE 8-4055 | 46 |
| Shuff Furniture Co., Inc., 317 E. 34th St., N. Y. 16 | OR 9-1550 | 240 |
| Smith & Watson, Inc., 20 E. 55th St., N. Y. 22 | PL 3-1462 | 304 |
| Spencer and Company, 8327 Melrose Ave., Los Angeles 46, Calif. | OL 3-0792 | 261 |
| Statton Furn. Mfg. Co., Dept. ID, Hagerstown, Md. | RE 9-0362 | 36 |
| Stewart, James, 143 N. Robertson Blvd., Los Angeles 48, Calif. | CR 5-2009 | 228 |
| Stiehl, A. H., 28 W. 20th St., N. Y. 11 | CH 3-5000 | 110 |
| Sutphin-Rihm, 560 Pacific, Jackson Sq., San Francisco 11, Calif. | YU 1-1585 | 297 |
| Traditional Furniture Shops, High Point, N. C. and 1 Park Ave., N. Y. 16 | MU 3-3111 | 272 |
| Troy Sunshade Co., The, Troy, Ohio and 1 Park Ave., N. Y. 16 | MU 9-4343 | 244 |
| Turrell, Edwin, Associates, 831 Montgomery St., Jackson Sq., San Francisco 11, Calif. | EX 7-3535 | 288 |
| Valley Upholstery Corp., 428 W. 14th St., N. Y. 14 | WA 4-1121 | 109 |
| Van Keppel Green, 116 S Lasky Drive, Beverly Hills, Calif. | CR 4-6149 | 43 |
| Vanleigh Furniture Co., 323 E. 44th St., N. Y. 17 | MU 4-6700 | 26 |
| Veit Furniture Corp., 133 Broadway, Hanover, Pa. | ME 7-4192 | 306 |
| Warren-Lloyd, 132 Beckwith Ave., Paterson, N. J. | AR 1-1111 | 305 |
| Wheelwright, Richard, Inc., 227 E. 56th St., N. Y. 22 | PL 8-0950 | 3rd Cover |
| Whitecraft Rattan Furniture, 7350 N.W. Miami Court, Miami 38, Fla. | PL 9-2121 | 19 |
| Widdicomb, John, Co., 1 Park Ave., N. Y. 16 | OR 9-1200 | 4 |
| Williamsburg Reproductions, Williamsburg, Virginia | CA 9-1000 | 60, 61 |
| Willow & Reed, 1 Park Ave., N. Y. 16 | MU 5-9664 | 267 |
| Woodard, Lee L., Sons, 305 E. 63rd St., N. Y. 21 | TE 8-1570 | 29 |

## FURNITURE, OFFICE

| | | |
|---|---|---|
| Desks, Inc., 71 5th Ave., N. Y. 3 | AL 5-5454 | 112 |
| Executive Office Interiors, 528 Washington St., Jackson Sq., San Francisco 11, Calif. | EX 7-0371 | 282 |
| Globe-Wernicke Co., Dept. K-1, Cincinnati 12, Ohio | ME 1-2600 | 65 |
| Harter Corporation, 110 Prairie St., Sturgis, Mich. | OL 1-3201 | 54 |
| Sagar, Carroll, Office Interiors, 8751 Beverly Blvd., Los Angeles 48, Calif. | OL 5-7180 | 235 |
| Scerbo, Frank, & Sons, Inc., 140 Plymouth St., Brooklyn 1, N. Y. | UL 2-5959 | 302 |
| Zell, Paul, Design, 540 Pacific Ave., Jackson Sq., San Francisco 11, Calif. | EX 7-6616 | 292 |

## FURNITURE FINISHES

| | | |
|---|---|---|
| Eastman Chemical Products, Inc., Subsidiary of Eastman Kodak Co., Kingsport, Tenn. | CI 6-2111 | 80, 81 |

## HI FIDELITY

| | | |
|---|---|---|
| Berjac, Inc., 540 Madison Ave., N. Y. 22 | PL 2-0893 | 277 |

## LAMPS AND LIGHTING

| | | |
|---|---|---|
| Altamira, 125 E. 55th St., N. Y. 22 | PL 3-7644 | 213 |
| Arco Lighting, 201 E. 42nd St., N. Y. 17 | MU 6-8722 | 211 |
| Ardco Lamps, 16 E. 53rd St., N. Y. 22 | PL 3-5653 | 276 |
| Arkin, Lucia, 8671 Melrose Ave., Los Angeles 46, Calif. | CR 1-6713 | 216 |
| Bandi Lamps, Inc. 13939 S. McKinley Ave., Los Angeles 59, Calif. | FA 1-4778 | 118 |
| Barnes, Bruce, Co., 703 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 7-1090 | 257 |
| Cascells Lighting Co., 855 Sansome St., Jackson Sq., San Francisco 11, Calif. | EX 7-5942 | 283 |
| Chapman Mfg. Co., South Braintree 85, Mass. | VI 3-2202 | 303 |
| City Knickerbocker, Inc., 781 Eighth Ave., N. Y. 19 | JU 6-3939 | 241 |
| Cooper, Frederick, Studio, 466 W. Superior St., Chicago 10, Ill. | WH 3-3333 | 15 |
| Elliott-Lindley, 8441 Melrose Pl., Los Angeles 46, Calif. | OL 3-1549 | 256 |
| Ferrante's, 629 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-2682 | 255 |
| Greene Bros., Inc., 1059 3rd Ave., N. Y. 22 | PL 3-2507 | 113 |
| Hampshire, Millie, 542 N. La Cienega Blvd., Los Angeles 48, Calif. | OL 2-1684 | 261 |
| Hanson, Donald, Lamps, 43 E. 20th St., N. Y. 3 | GR 3-4042 | 301 |
| Hanson, Paul, Co., Inc., 15 E. 26th St., N. Y. 10 | MU 3-9814 | 10 |
| Hurt, Jim, of Texas, P. O. Box 531, McAllen, Texas | ST 7-2242 | 286 |
| Jay Lighting Mfg Co., Inc., Dept. 360, 7 E. 35th St., N. Y. 16 | MU 6-7978 | 275 |
| Marbro Lamp Co., 1625 S. Los Angeles 15, Calif. | RI 9-2116 | 263 |

*Continued on page 16*

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| LAMPS AND LIGHTING (continued) | TELEPHONE | PAGE NO. |
|---|---|---|
| Morris, Phyllis, Originals, 8772 Beverly Blvd., Los Angeles 48, Calif. | OL 5-6238 | 233 |
| New Metal Crafts 812 N. Wells St., Chicago 10, Ill. | SU 7-6991 | 215 |
| North American Electric Lamp Co., 1550 No. 13th St., St. Louis 6, Mo. | CE 1-2585 | 312 |
| Progress Mfg. Co., Inc., Dept. ID-3 Castor and Tulip Sts., Phila. 34, Pa. | CU 9-1200 | 266 |
| Ruby Company, The, 129 W. 27th St., N. Y. 1 | CH 2-5112 | 307 |
| Vitow, Ruth, 921 3rd Ave., N. Y. 22 | EL 5-6881 | 104 |
| Weisman, Beth, 6 E. 53rd St., N. Y. 22 | OR 5-1760 | 115 |
| Wilshire House, 155 N. Robertson Blvd., Beverly Hills, Calif. | OL 2-7160 | 311 |
| 400 Pacific Ave., Jackson Sq., San Francisco 11, Calif. | SU 1-0331 | 295 |
| **LEATHER** | | |
| American Leather Manufacturing Co., 230 Passaic St., Newark 4, N. J. | HU 2-4391 | 270 |
| Froelich Leather Craft Co., 43 W. 16th St., N. Y. 11 | CH 3-1585 | 272 |
| Lackawanna Leather Co., The, Hackettstown, N. J. | GA 5-3983 | 307 |
| **MARTS** | | |
| Jackson Square, San Francisco, Calif. | | 279-298 |
| La Cienega Center, Los Angeles, Calif. | | 253-262 |
| Robertson Center, Los Angeles, Calif. | | 219-236 |
| **MIRRORS & MIRRORED FURNITURE** | | |
| Atlas Mirror & Glass Co., 308 E. 49th St., N. Y. 17 | PL 3-9357 | 266 |
| Fisher, Mildred, Mirrors, Inc., 571 3rd Ave., N. Y. 17 | MU 6-6245 | 311 |
| Friedman Bros., Decorative Arts, Inc., 305 E. 47th St., N. Y. 17 | PL 5-2737 | 250 |
| Milch, D., & Son, Inc., 238 E. 44th St., N. Y. 17 | MU 2-1360 | 306 |
| Newcomb, F. J., Company, Inc., 208 E. 52nd St., N. Y. 22 | EL 5-3174 | 217 |
| Reale Mirror Mfg. Co., 18 E. 12th St., N. Y. 3 | AL 5-8748 | 315 |
| Schwartz, I., Glass & Mirror Co., 412-418 E. 59th St., N. Y. 22 | PL 9-7866 | 264 |
| **PANELING** | | |
| U.S. Plywood Corp., 55 W. 44th St., N. Y. 36 | MU 2-1900 | 105 |
| **PARTITIONS** | | |
| Aetna Steel Products Corp., 730 5th Ave., N. Y. 19 | JU 6-2525 | 66, 67 |
| **PICTURE FRAMING** | | |
| APF Manufacturing Inc., 231 E. 60th St., N. Y. 21 | TE 2-9395 | 302 |
| Ashley, Aaron, Inc., 230 5th Ave., N. Y. 1 | LE 2-6582 | 310 |
| Feist, H. E., 119 W. 54th St., N. Y. 19 | CI 7-7871 | 270 |
| Lowy, Julius, 1238 2nd Ave., N. Y. 21 | LE 5-5250 | 240 |
| Royal Art Frame Co., 115 W. 54th St., N. Y. 19 | PL 7-1374 | 312 |
| Wayne, Hamilton, Frames, 590 Pacific Ave., Jackson Sq., San Francisco 11, Calif. | YU 2-3417 | 294 |
| **PICTURES & PAINTINGS** | | |
| Alden, J., Studios, 1112 2nd Ave., N. Y. 22 | PL 3-3677 | 268 |
| Old Print Center and Phyllis Lucas, 161 E. 52nd St., N. Y. 22 | PL 5-1516 | 317 |
| **PLANTS AND FLOWERS** | | |
| Greenhouse, The, 254 E. 51st St., N. Y. 22 | PL 9-5543 | 267 |
| **SCHOOLS** | | |
| Chicago School of Interior Decoration, Dept. 1223 835 Diversey Pkwy., Chicago 14, Ill. | EA 7-9120 | 317 |
| **SERVICES** | | |
| Allied Board of Trade, Inc., 350 Madison Ave., N. Y. 17 | MU 2-4372 | 314 |
| **SHELVES** | | |
| Shelves Unlimited, 127 Greene St., N. Y. 12 | AL 4-4676 | 313 |
| **SHUTTERS** | | |
| Devereux Products Co., 107 N. Robertson Blvd., Los Angeles 48, Calif. | VE 9-4862 | 233 |
| Interior Window & Design, 651 Banner Ave., Brooklyn, N. Y. | NI 8-9126 | 303 |
| Pinecrest, Inc., 400 1st Ave., No., Minneapolis, Minn. | FE 2-4506 | 94 |
| Shutter Modes, 1046 3rd Ave., N. Y. 21 | TE 8-4990 | 248 |
| Sylbert Fabric Shutters, 700 N. La Cienega Blvd., Los Angeles 46, Calif. | OL 2-1011 | 259 |
| U. S. Shutters, 420 W. 45th St., N. Y. 36 | CO 5-1865 | 265 |
| **STAINED GLASS** | | |
| Doig-Bernardini Studio, 230 W. 13th St., N. Y. 11 | OR 5-2244 | 271 |
| **VENETIAN BLINDS** | | |
| Hunter Douglas Aluminum Corp., 405 Lexington Ave., N. Y. 17 | OX 7-9720 | 99 |
| **WALL COVERINGS** | | |
| Bowen, Louis W., 509 Madison Ave., N. Y. 22 | PL 9-7989 | 319 |
| Carpenter, L. E., & Co., Empire State Bldg., N. Y. 1 | LO 5-0080 | 71 |
| Diament, A. L., & Co., 34 E. 53rd St., N. Y. 22 | PL 3-5455 | 305 |
| Fine Art Wallpaper Co., 575 Madison Ave., N. Y. 22 | PL 3-7513 | 73 |
| Gallery Handprints, Inc., 45 Morris St., Jersey City, N. J. | DE 3-2203 | 300 |
| Kelichor, Bill, Designs, Inc., 400 E. Pine St., Seattle, Wash. | EA 5-3600 | 318 |
| Knoedler-Fauchere, 451 Jackson Sq., San Francisco 11, Calif. | YU 2-4094 | 285 |
| McClelland, Nancy, Inc., 15 E. 57th St., N. Y. 22 | PL 3-8376 | 212 |
| Mills, James Kemble, Inc., 407 Jackson Sq., San Francisco 11, Calif. | GA 1-2667 | 282 |
| Morgenthaler, The, Co., 1730 West Drive, San Marino 9, Calif. | SY 6-5139 | 315 |
| Old Stone Mill Corp., (Formerly Galligan-Owen Corp.), Old Stone Mill, Adams, Mass. and 515 Madison Ave., N. Y. 22 | EL 5-1518 | 239 |
| Pageant Wallpaper Corp., 515 Madison Ave., N. Y. 22 | MU 8-5029 | 265 |
| Pippin Papers, 515 Madison Ave., N. Y. 22 | PL 1-2536 | 312 |
| Renverne, 515 Madison Ave., N. Y. 22 | MU 8-2540 | 244 |
| Roller, John, Inc., 108 N. Robertson Blvd., Los Angeles 48, Calif. | CR 4-5108 | 226 |
| Stockwell, C. W., Co., 3262 Wilshire Blvd., Los Angeles, Calif. | DU 7-3231 | 230 |
| Van Luit, Albert, & Co., 4000 Chevy Chase Dr., Los Angeles 39, Calif. | CH 5-5106 | 47 |
| 104 S. Robertson Blvd., Los Angeles, Calif. | CR 5-4090 | 230 |
| Verde, House of, 1 East 54th St., N. Y. 22 | PL 3-0740 | 248 |
| Vinyl Wall Ltd., 339 Fayette St., Mamaroneck, N. Y. | OW 8-9440 | 209 |
| Wallpapers Inc., 463 Jackson Sq., San Francisco 11, Calif. | GA 1-8702 | 298 |
| Wall Trends Inc., 58 E. 53rd St., N. Y. 22 | PL 9-0430 | 274 |
| Walls Today, Inc., 9 E. 53rd St., N. Y. 22 | PL 9-3165 | 269 |
| Warner, Co., The, 6-134 Merchandise Mart, Chicago, Ill. | FR 2-3540 | 237 |
| Winfield Design Associates, 447 Minna St., San Francisco 3, Calif. | SU 1-7916 | 217 |
| Woodson Wallpapers, Inc., 515 Madison Ave., N. Y. 22 | PL 3-9479 | 271 |
| 400 Pacific, San Francisco 26, Calif. | SU 1-0331 | 271 |
| **WOOD SHADES** | | |
| Columbia Mills, Syracuse, N. Y. | HA 2-0111 | 269 |
| **WOODWORKING** | | |
| Wood Interiors by Joseph, 38 E. 57th St., N. Y. 22 | MU 8-6380 | 316 |
| **WOVEN-WOOD PRODUCTS** | | |
| Cal-Craft Wood Fabrics, 407 Jackson Sq., San Francisco 11, Calif. | DO 2-7096 | 290 |
| Tropicraft, 568 Howard St., San Francisco 5, Calif. | YU 2-4157 | 297 |
| Unitron of California, 12825 S. Cerise Ave., Hawthorne, Calif. | OR 8-5393 | 317 |

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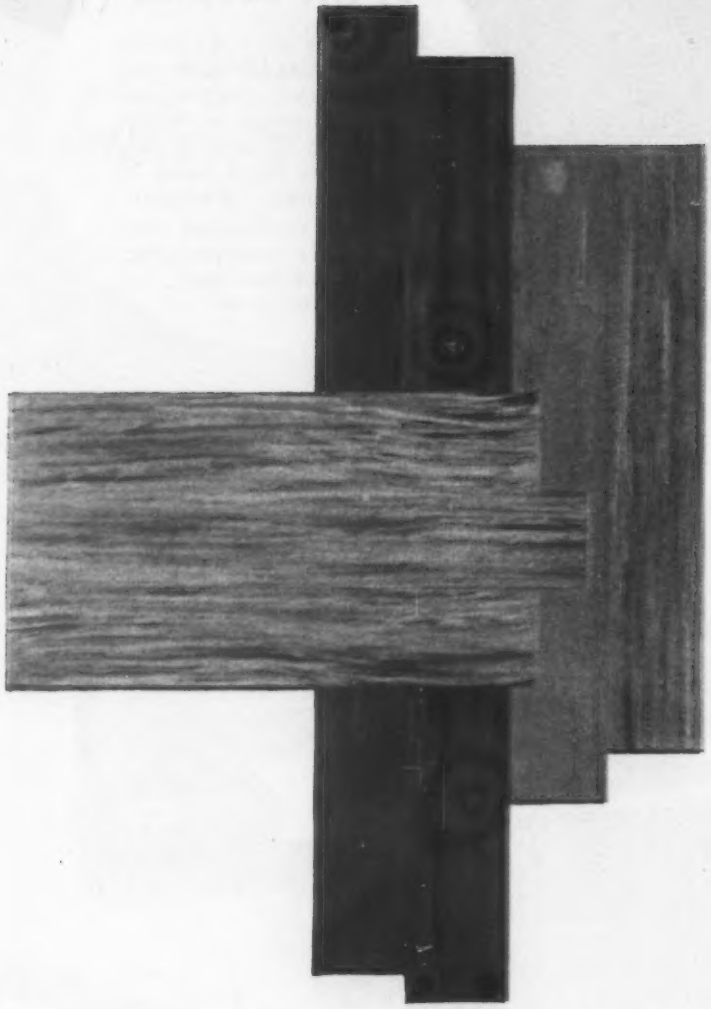

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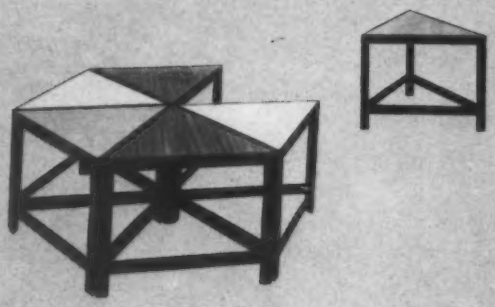

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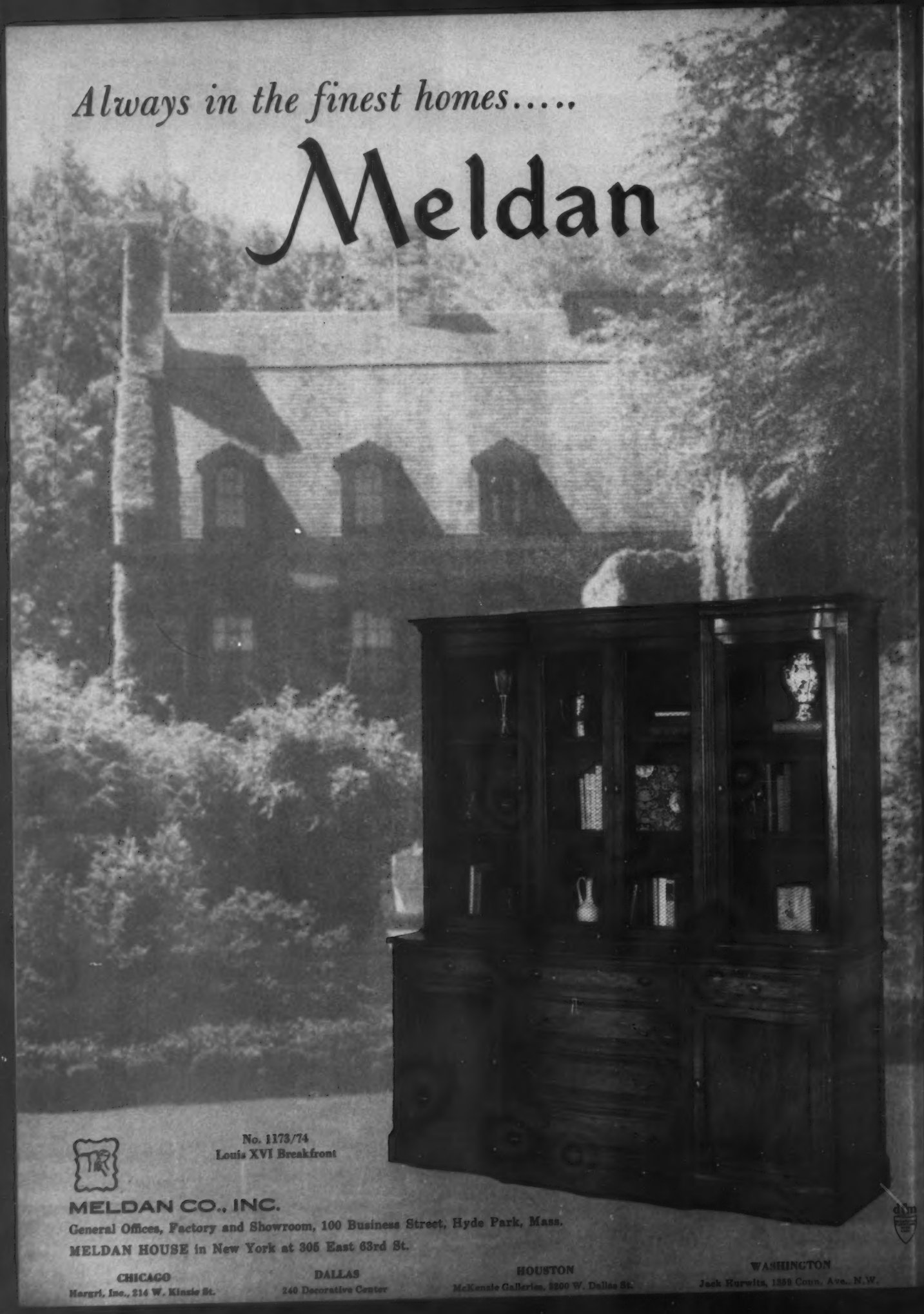
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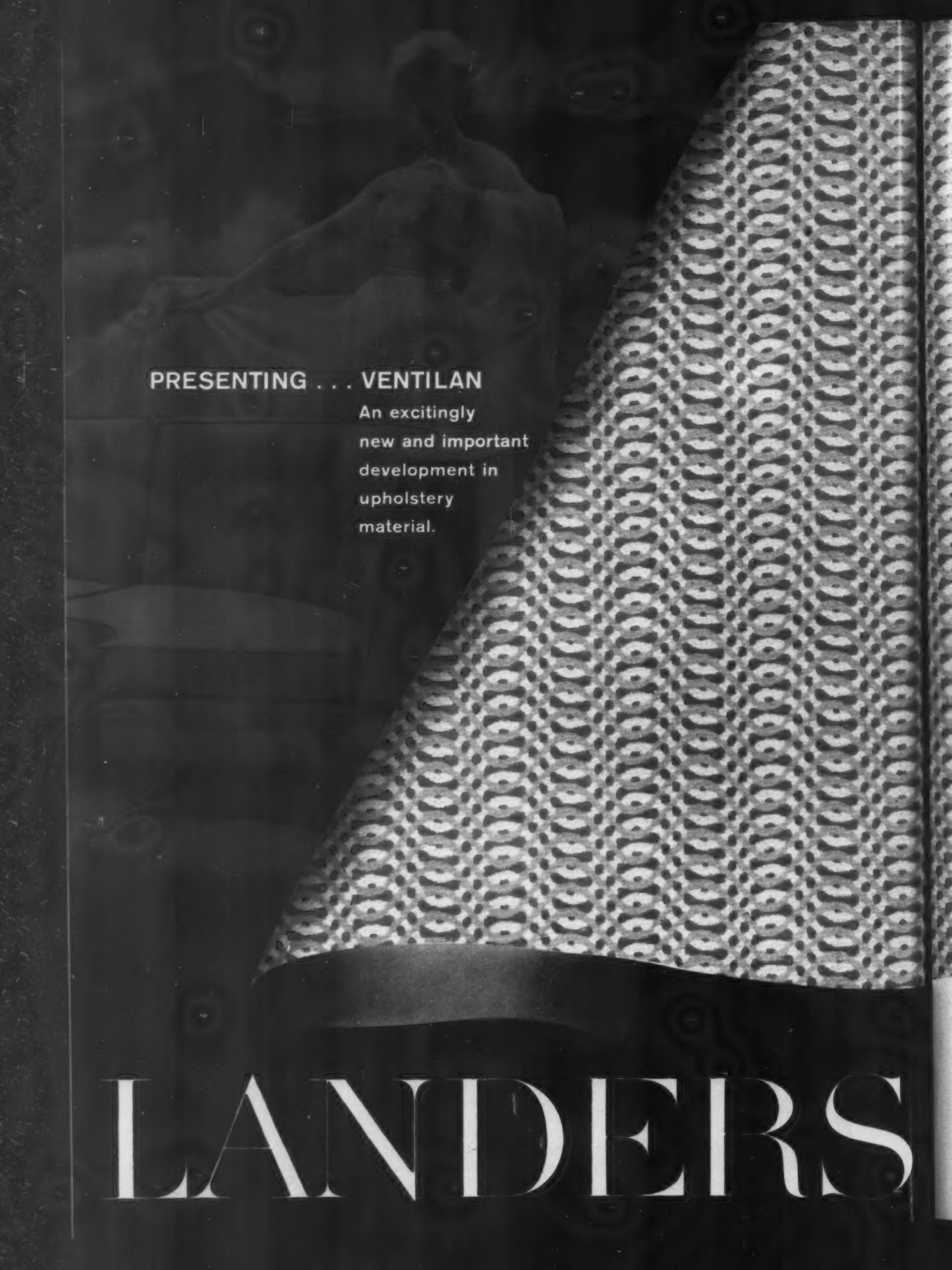
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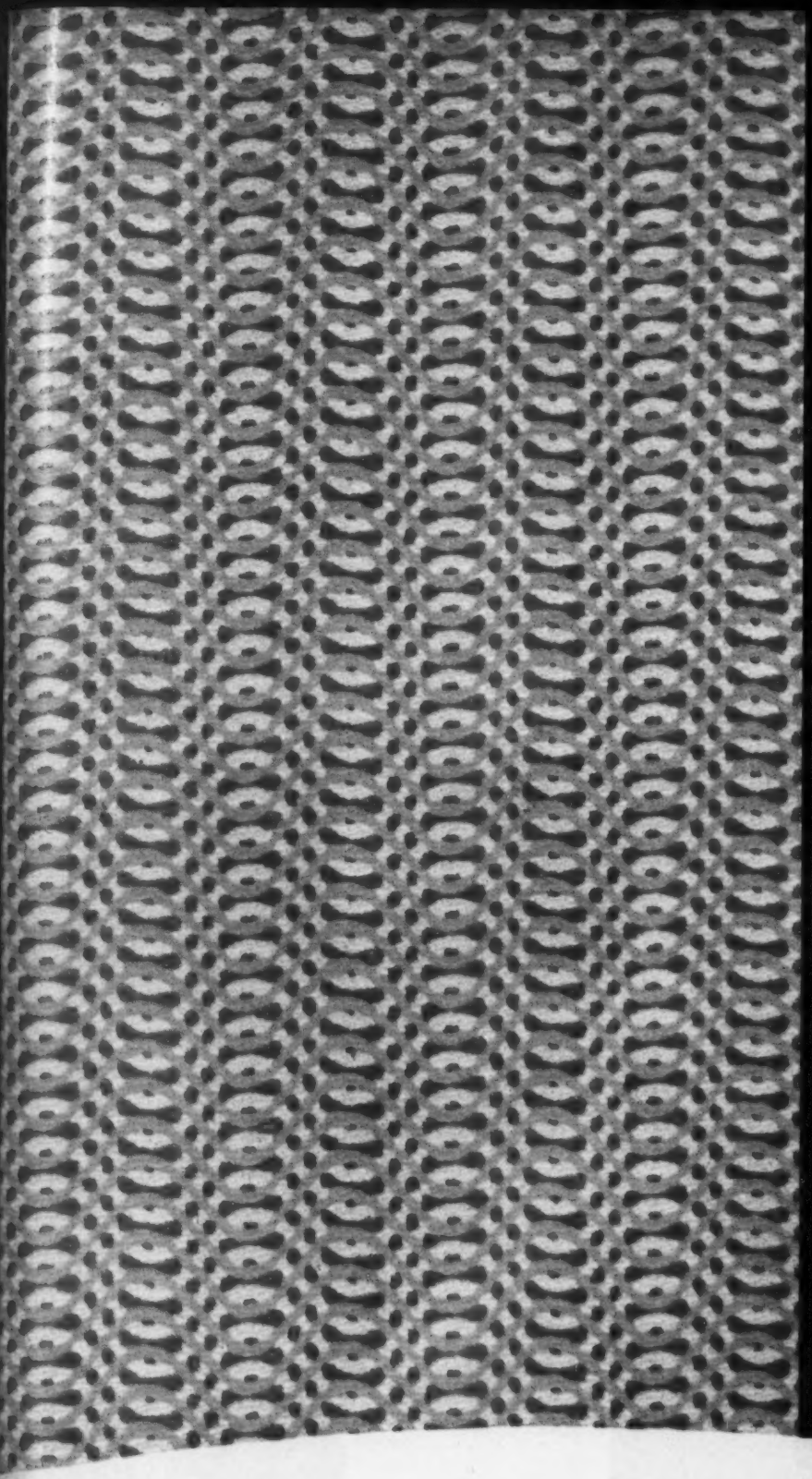

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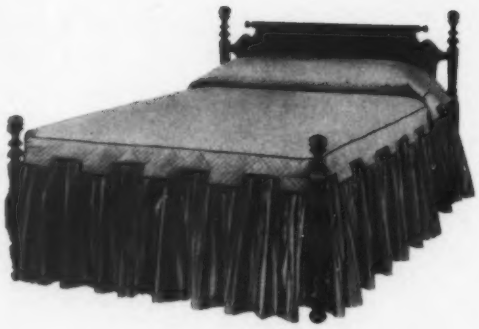

# Market Spotlight

A BRIEF GUIDE TO NEW SOURCES AND PRODUCTS

**Damask Wallpapers**

The luxurious damask fabric pattern is the design inspiration for a new wallpaper collection from the Albert Van Luit Co., 4000 Chevy Chase Dr., Los Angeles. Many of the patterns are taken from actual documents found in France, Italy, England and the Orient, introducing special universal appeal with the inherent elegance of the pattern reproduced in elegant colorings. *Kiko*, for example, is an intriguing arrangement of delicate Japanese flower prints, exotic in tones of metallic silver and gold with salmon beige, peach and pale green accents. *Angelica* is taken from a rare old damask of the Pre-Napoleonic era, and is exquisite for its delicately balanced overtones. *De Medici* connotes the elegance of the past in a large scale damask design of special beauty in seven colorings, and *Cupid Damask* is a controlled pattern with a special air of sophistication and refinement, in three colors. The entire line is shown in New York at the firm's showroom, 515 Madison Avenue.

**18th-Century Furniture**

For furniture with special style, we recommend a visit to the Hadleigh showrooms, 412 East 59th Street, New York, where the firm's latest collection of 18th-century furniture reproductions is on view. The designs reflect a period which was noted for its unusual elegance of material and decorative elan — when the artisan-craftsman climbed to his highest peak of achievement. Selecting the best of this time, Hadleigh's designers, with slight modifications here and there, present furniture which fulfills the functional and esthetic needs of our own day. A good example of the marriage between the new and the old is visible in an exciting steel, scroll-base cocktail table with bronze doré finials and magnificent parquet top of walnut, cherry and yew inlay. Another new note is the specially designed furniture to accommodate stereophonic sound equipment. This is represented by a long, low cocktail table with cane-faced speaker cabinets and top of stone glaze inlay. A dining table top introduces the same stone glaze composition in striking color strips of pink and orange shading into yellow. In addition to the exciting lacquer finishes in jewel tones, there is a new red and black mottle finish similar to the glamorous tortoise shell in design luminosity. Gesso with silver and gold leaf is a feature among the decorative treatments for cocktail

tables, and several new pieces are added to the firm's growing collection of designs in simulated bamboo. They comprise a handsome two-poster headboard, a tall mirror-console combination, and several cocktail tables in various sizes and shapes. The most beautiful of these is the circular table with bamboo frame, illustrated, supporting a top upon which is painted a sunburst in glowing color.

**Custom Lampshades**

Lamps are more dramatic than ever, as can be proved by lampshade designer Ruth Vitow in her new workshop-studio, 921 Third Avenue, New York. Not only do her lamps reflect the character of the room for which they are intended, but they also reflect the personality and the interests of the clients who occupy the room. A notable example is evident in the unusual lamp design with a sextant base; the sextant, brought to Miss Vitow by an interior designer for his client, was wired for light and mounted on a pair of old books, and then Miss Vitow created a beautiful parchment shade for it in the accent colors of the room. In the same way, a pair of guns from France, pirates' boots and a miniature carriage were made into provocative lamps with the bases, wiring and shades integrated by Miss Vitow. Other designs to be seen in this smart shop include classic lamp bases, sconces, candelabra and chandeliers in traditional and contemporary stylings—all requiring lampshades. All work is executed on the premises by skilled craftsmen.

**Traditional Lighting Fixtures**

The Strand Industries, Inc., 1133 First Avenue, New York, introduce a wide collection of lighting fixtures keyed to Old World elegance. The designs include chandeliers and lamps, both new and old, in a variety of materials including brass, tôle, iron, and crystal. Many reflect the nostalgia of the gaslight era as in the solid brass chandelier with hand etched antique globes in a Greek Key pattern, illustrated. Other stylings comprise a handsome Empire chandelier, Early American kerosene

lamps and lanterns, Tiffany lamps and shades and a select group of European antiques. Strand Industries also offer custom service for decorators and their clients.

*Continued on page 42*

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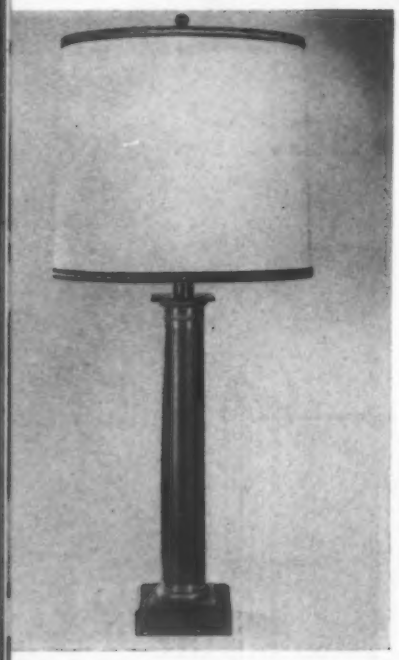
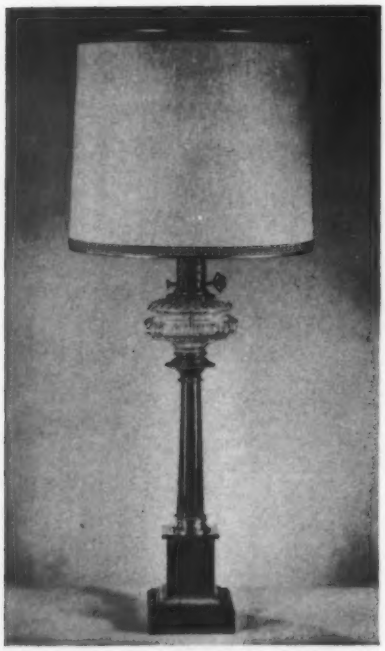
# Market Spotlight

*continued from page 37*

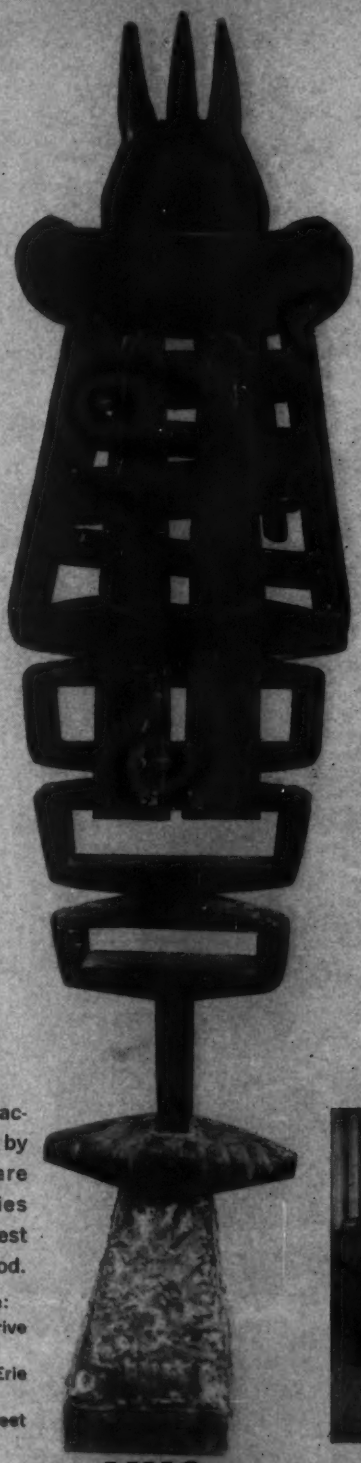




**New In Lamps**

The theme of Paul Hanson's new lamp collection, displayed in the firm's showrooms, 15 East 26th Street, New York, is an all-encompassing one embracing many design sources and a variety of materials. Many designs are sculptural in quality. Others, including both classic and contemporary shapes, are treated to fresh new finishes. Take, for example, a pair of cornucopia models, replicas of old Italian garden urns fashioned of beige and gold finished composition. Another Florentine scroll model, 44″ high, recalls the era of Louis XV, is finished in black-green with oyster, gold and brown highlights. Continuing in the traditional vein, a crystal column, marble base lamp, is enhanced by a smart silk shade and brass mountings. No Hanson collection would seem complete without the candelabrum. Two versions include a single, and a four-branch holder in brass, finished in a new *Stave* wood color with a wood veneer opaque shade. Several French porcelains as well as opaline glass lamps introduce special touches of old world elegance. For the man's den or library there are a number of chemistry bottle shapes with handsome decorated shades and a new series of *Deed* lamp bases. And as an added service to the interior designer, the company offers on-the-spot selection of lampshade materials and trimmings.

*Continued on page 48*



Moses on the Mount by Bernard Zimmerman, Sculptor PHOTOGRAPH: MILTON J. LEWIS

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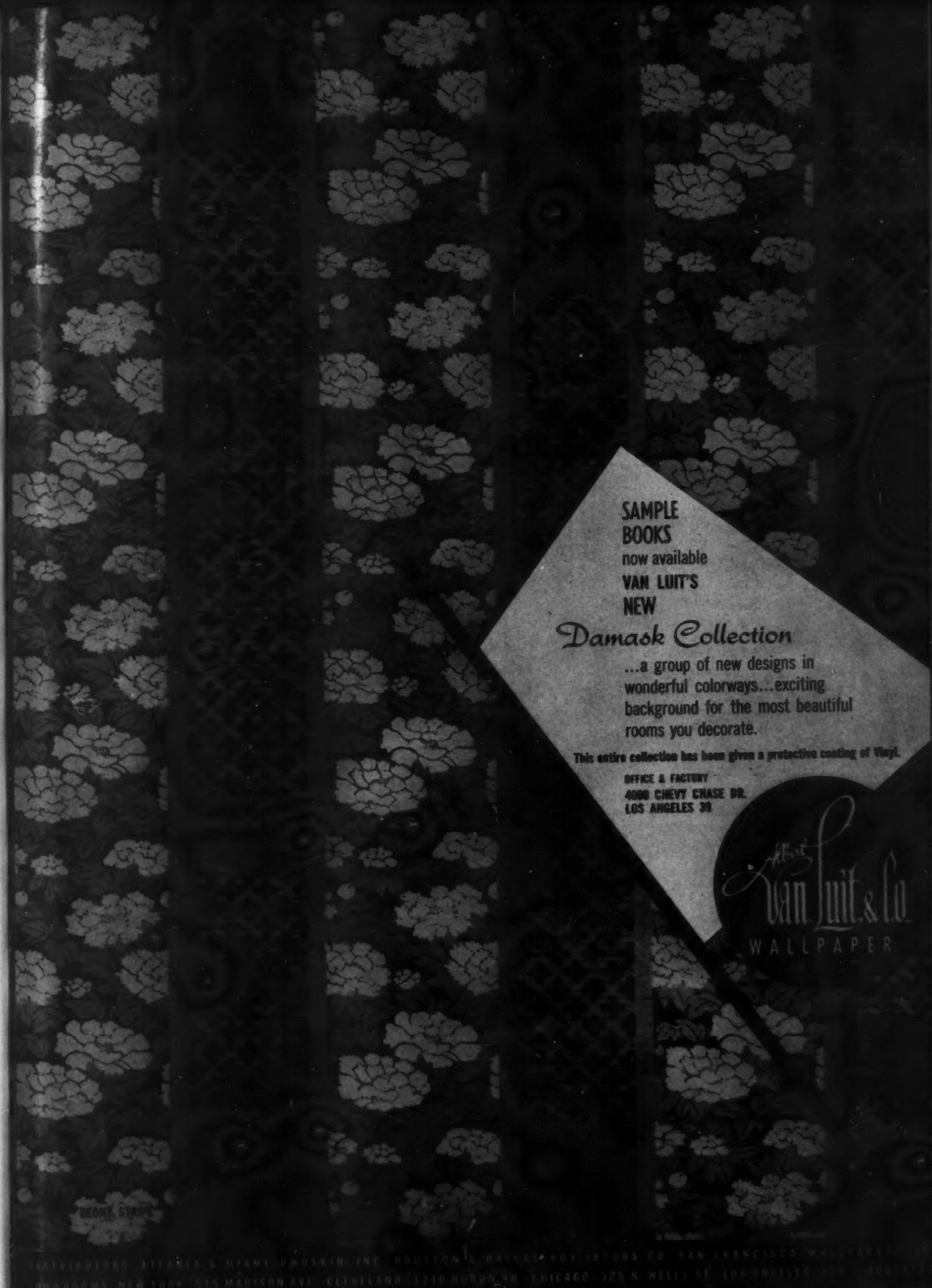
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# Market Spotlight

*continued from page 42*

**Lightolier in California**

The newest Lightolier showroom—and certainly their most striking in design—has opened in Los Angeles at 2515 South Broadway, just in time to welcome all A.I.D. members who will be attending the Conference there in May. Located in a newly constructed building it includes 21,000 square feet of space, with 8,000 square feet devoted to showroom space, and the remainder to the Dorner custom division and warehouse facilities. In planning the showroom interiors, designer Neil Oppenheim has made extensive use of green plantings and outdoor effects in keeping with the showroom's locale: as visitors enter the spacious foyer with its birch walls and ceiling, a pool and garden setting greets the eye—well lighted, of course, by Lightolier chandeliers and wall fixtures. Inside the showroom, display areas are separated by changes of pace in flooring, decorative dividers and varied wall treatments. At the right of the entrance are contemporary pendants and traditional wall sconces shown against a black and white diamond background; formal residential lighting is in another area; the firm's one-of-a-kind antique crystal chandeliers are shown in a dining room setting; and architectural lighting, including fixtures for all types of contract installations, is featured against wall panels of orange, mustard, turquoise and electric blue in a special section surrounded by room settings.

*Continued on page 55*

# Leonard showrooms daring in concept, the ultimate in design

What a difference your imagination makes when left in our dedicated hands. One visit will convince you why the demanding decorator expresses his virtuosity by designating this custom carpeting over and over.

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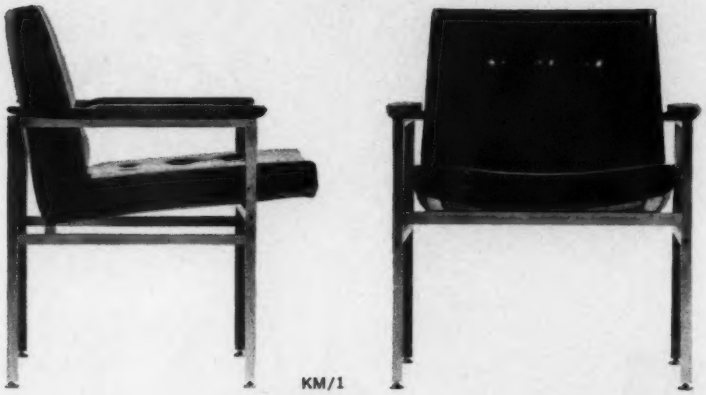
a new concept in furniture flexibility

designed by George Kasparian



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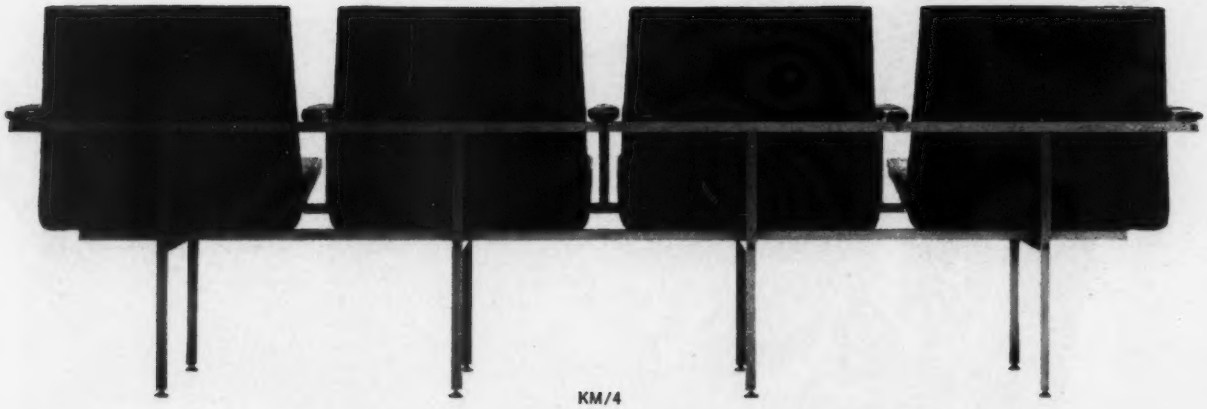

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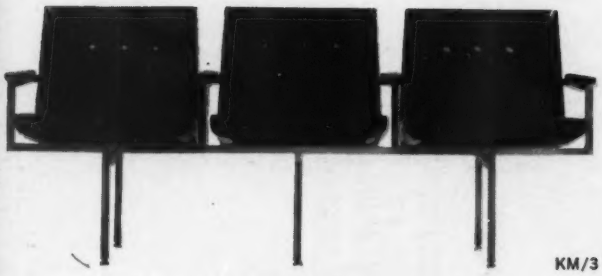

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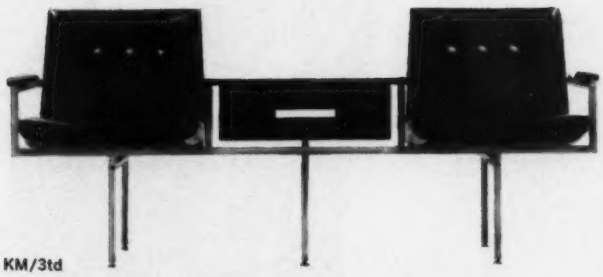

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A line of furniture so varied in scope that even we have not been able to determine its full potential or, in this space, begin to show the many additional pieces available. We can tell you that the basic frame units are designed so that any arrangement of the seating and a variety of integrated tables can be made without structural adjustments . . . and that Multalum is constructed of ⅞" square aluminum bar, satin finish anodized; hand rubbed oil and varnish finish walnut; your choice of upholstery crafted with the usual Kasparians care and attention. If interior planning is a problem, a request on your letterhead only (please), will bring you the full story of Multalum and its many possibilities in an exciting booklet. KASPARIANS, 7772 Santa Monica Boulevard, Los Angeles 46, California.

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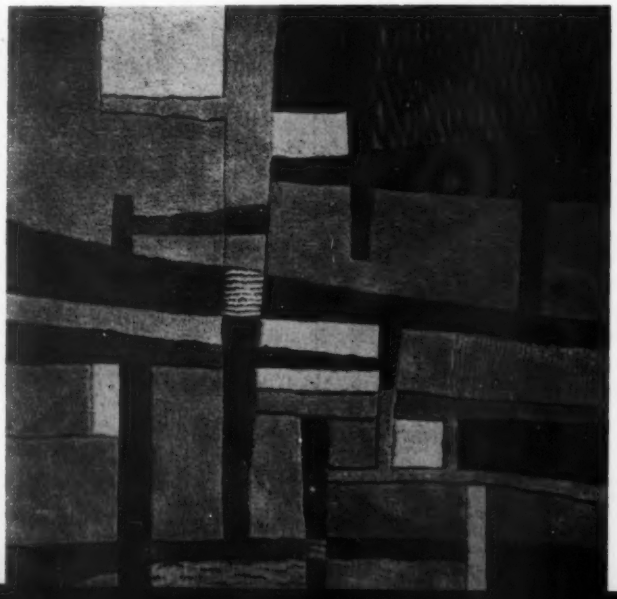
# Market Spotlight

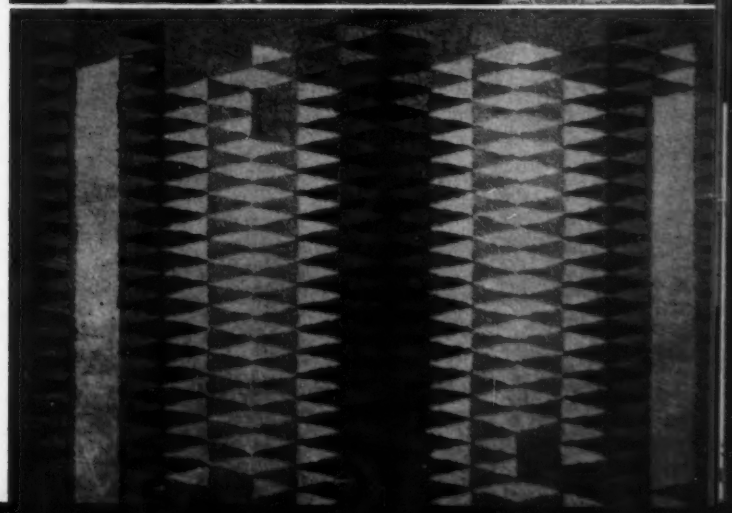
*continued from page 48*

**The V'Soske Collection**

The newest display of rug designs by V'Soske is the largest in size and broadest in scope of any previous offering, and interior designers can view the selections at the firm's showroom in New York, at 4 East 53rd Street, and at the Merchandise Mart, in Chicago. The reason for the expansion in the size of the collection is to introduce new techniques and to give full expression to provocative designs exclusive with the firm. All the new designs for the showing have been selected on the basis of design appeal for the floor; suitability for the size limitations of area rugs; revival of interest in the Near East as a source for design ideas; color expression; and variations in texture treatment. Five different groups are represented in the new collection of rugs: those designed by Al Herbert, consisting of nine different patterns, characterized mainly by Near East inspiration in design and coloring; rugs designed by José Cléon, four in number in a fresh and vigorous technique, the designs revealing imagination and versatility; a collection of designs with stripes as its theme, in interesting variations with something to please everyone; designs from the air, two patterns by Miriam Keefe and Katherine Patton, featuring deep texture; "Space," a design by Abbot Pattison, the sculptor, with a three-dimensional treatment of an abstract theme in rough and smooth textures, and "Club 99," a design by William Hinz, interpreted in a deep smooth texture and carving.

*Continued on page 58*





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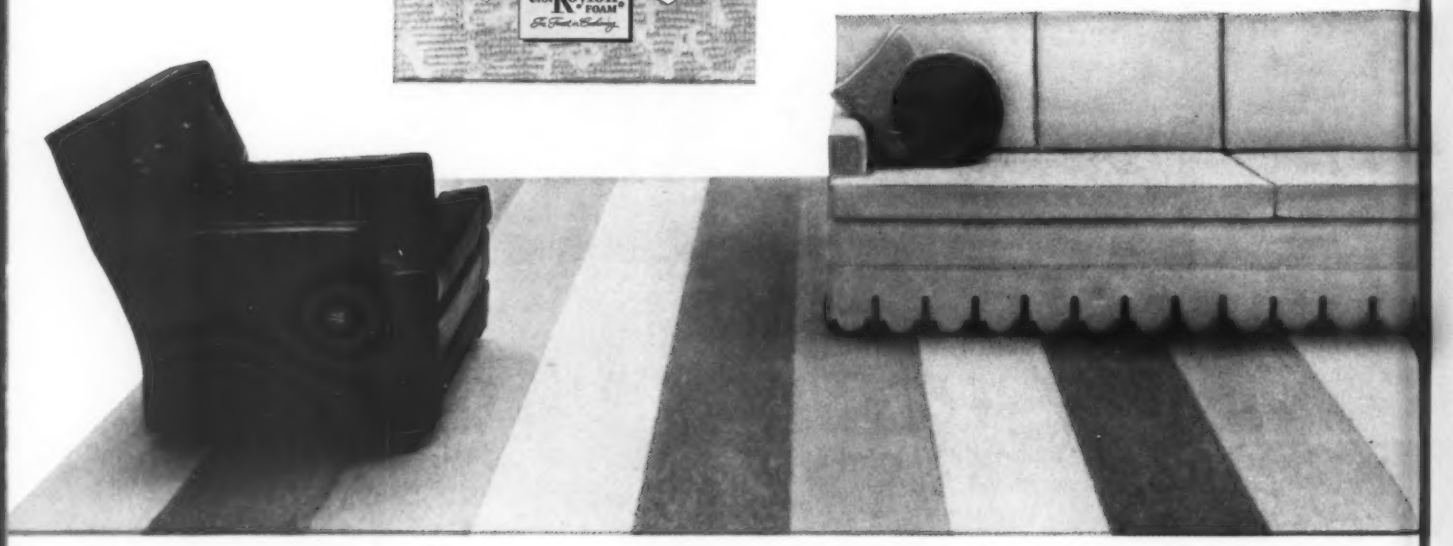

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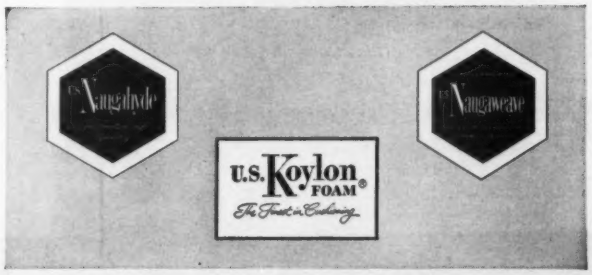


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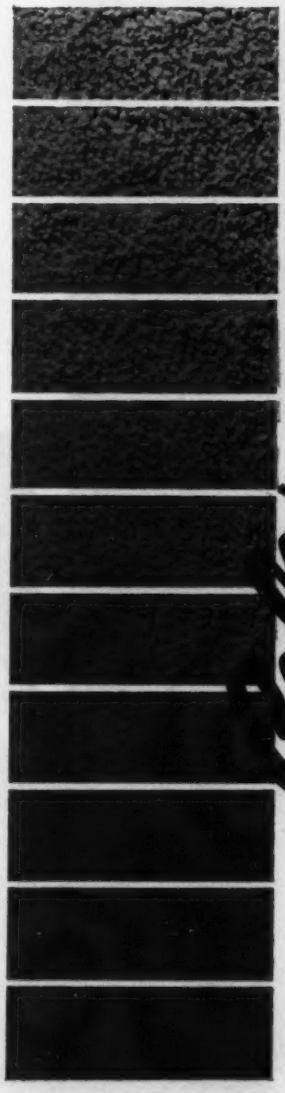

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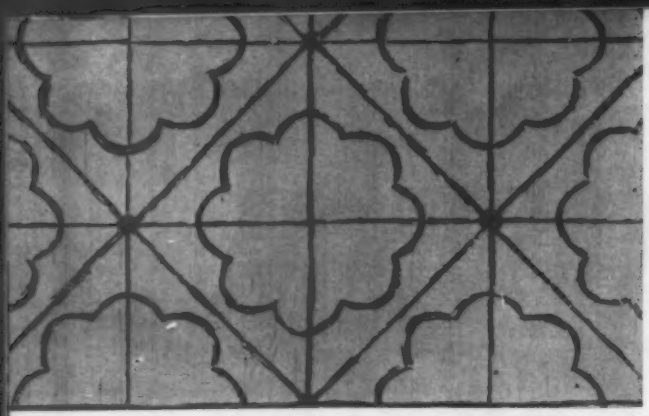

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# Market Spotlight

*continued from page 55*

**1 & 2**—At Renverne, two correlated themes by E. Helen Dunbar; *Oriental Tracery* and *Cherry Blossoms,* available in custom colorings on a variety of grounds.

**3 & 4**—Jones & Erwin introduces *New England Stencil* and *Regence Damask;* both wallpapers are available in six colorings.

**5 & 6**—Woodson Wallpapers offers spirited collection of 17th-century papers, brilliantly colored and true to the period; *Grandmama* and *Indian Summer* are shown here.

***Continued on page 64***

3

4

5-6

THE SALONS OF BRUNOVAN OFFER AUTHENTIC FRENCH FURNITURE OF TIMELESS GRACE AND BEAUTY THAT REFLECTS NOT ONLY THE PERIOD FROM WHICH IT IS DERIVED, BUT ALSO THE EXQUISITE TASTE OF THE WOMAN WHOSE HOME IT WILL ADORN.

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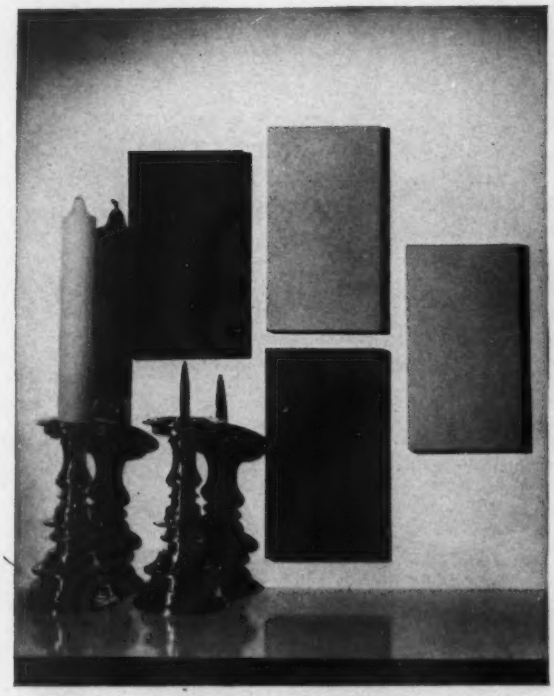

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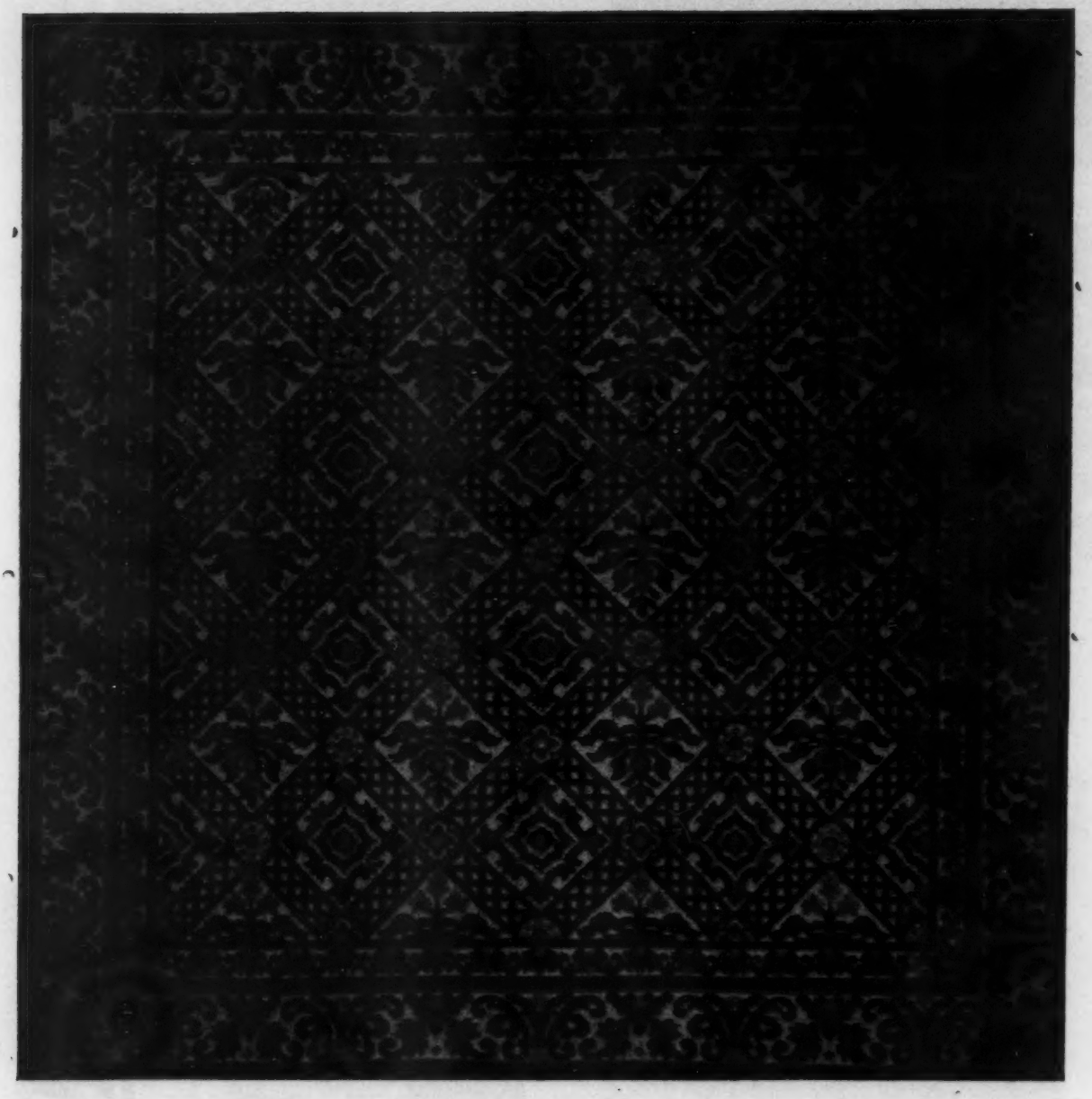

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1

2

# Market Spotlight

*continued from page 58*

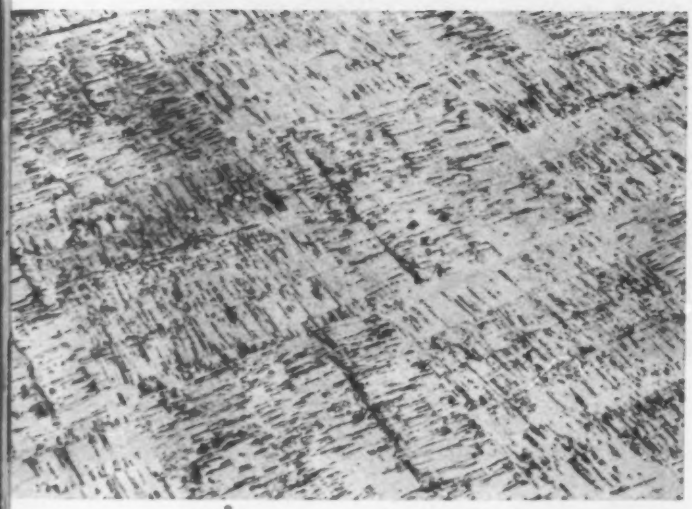
**New for the Floor**

**1 & 2**—Congoleum-Nairn has introduced its first vinyl asbestos tile with gold and silver sparkles (upper photograph): called "Sparklewood," it is available in a ten-color palette including wood tones, blonde, copperhue, green, blue, black and white; lower photograph shows firm's Conductive Linoleum which has been recolored to include gray, beige and green sequin designs; the static conductive quality of this flooring makes it of special benefit to hospital operating rooms.

**3 & 4**—Armstrong's new offerings include "Parquet," a custom vinyl cork tile combining the rich appearance of cork with the wearability of clear vinyl; it is made in ⅛ inch gauge and in 9″ x 9″ size; "Centennial Excelon Tile" is Armstrong's newest design in vinyl asbestos flooring: it features "pearlescent" highlights and is available in six colors, 9″ x 9″ tile size, service gauge.

**5**—Robbins new "Moresque" vinyl tiles are sized and cut to fit perfectly together, can be ordered in any color and pattern of the Robbins line including "Byzantine," "Pompeiian" and "Custom Cloud Pompeiian."

*Continued on page 74*



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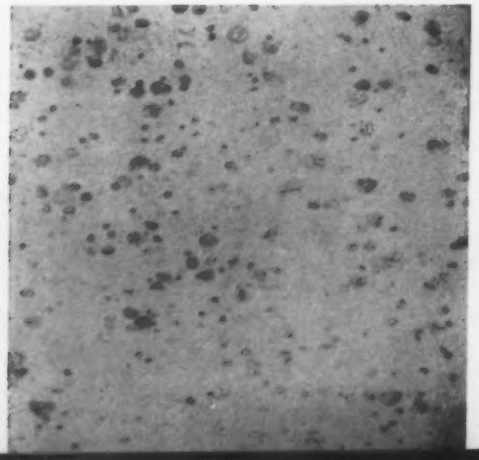

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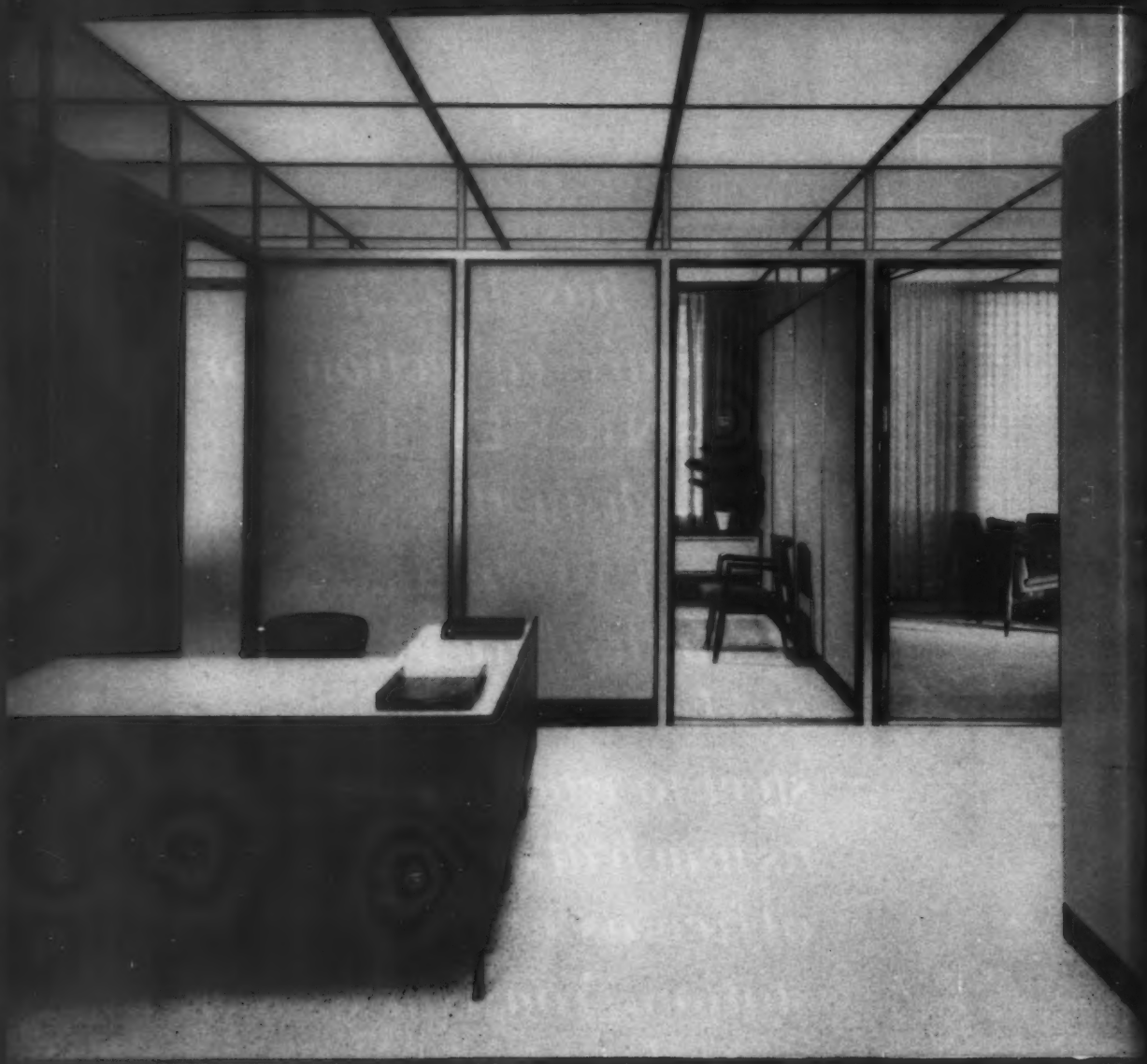

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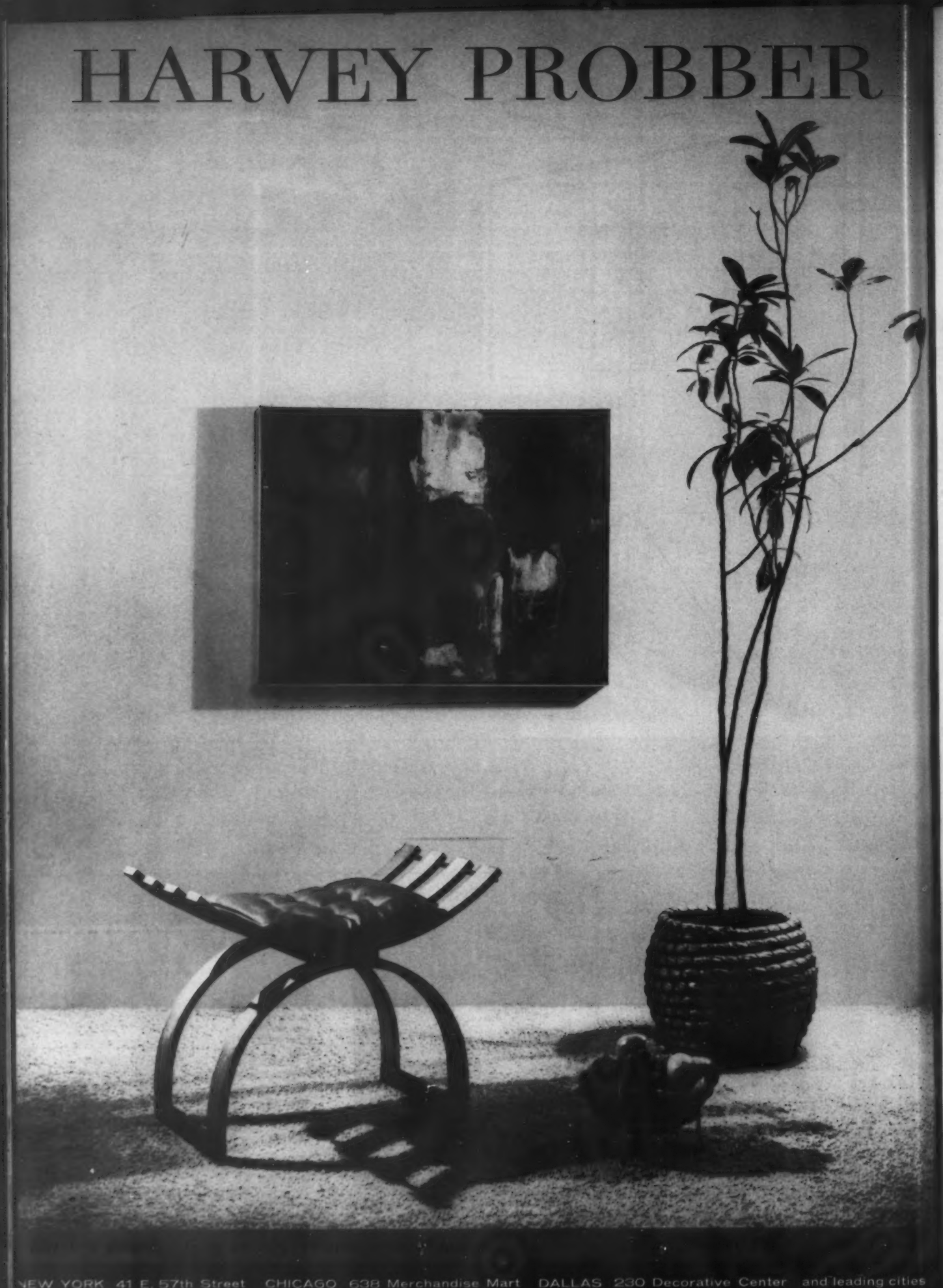
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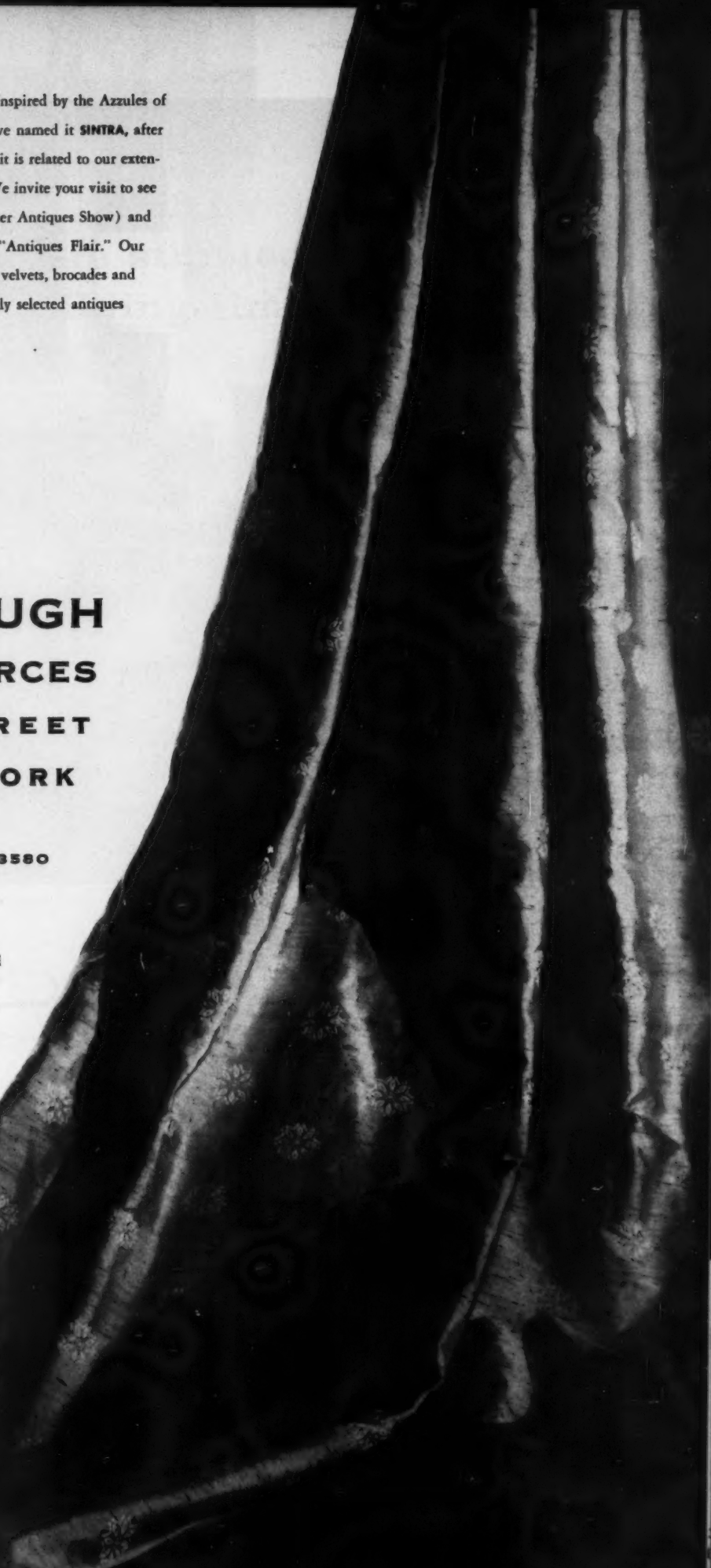

*Dining room from "Discriminate" group designed by Bert England.*

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The residence of Mr. and Mrs. Ray Parker, Odessa, Texas, with all upholstery fabrics SCOTCHGARD processed by Perma Dry. Interior design by Cecil Williams, A.I.D.; N.S.I.D.

The Pittsburgh-Hilton Hotel, Pittsburgh, Pa., where as usual the upholstery fabrics were SCOTCHGARD processed by Perma Dry. Interior design by, Ernest Wottitz, A.I.D. and David Williams, A.I.D.

Berkshire Life Insurance Co., Pittsfield, Mass. Lounge, where all upholstery fabrics were SCOTCHGARD processed by Perma Dry. Interior design by, Gerald Luss, A.I.D.

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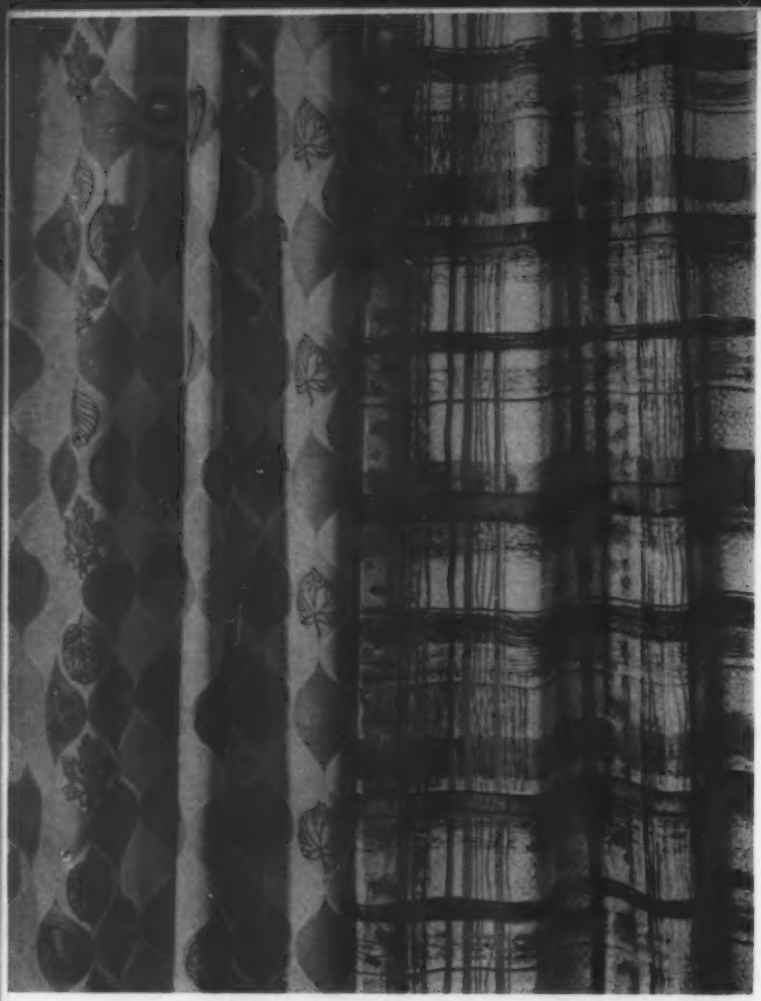

# Market Spotlight

*continued from page 64*

**New Fabrics of Du Pont Fibers**

**1**—Waverly Fabrics offers a leaf design and an interesting plaid on batiste of 100% Dacron; fabric can be washed, will drip dry and needs little ironing.

**2**—Grouping of new nylon upholstery fabrics include (from top to bottom) a large-scale traditional scroll in back and white by Boris Kroll; a beige diamond damask from Craftex; a small geometric pattern in reds and orange by Orinoka Mills; and a textured hourglass design from S. M. Hexter.

**3**—"Paper Doll" is the appropriate title of this new print by Cohama, shown in ninon fabric of 100% Dacron.

*Continued on page 84*

1

2

3

# KALPE' elegance in wood

oriente buffet • teak finish • imported solid brass hardware

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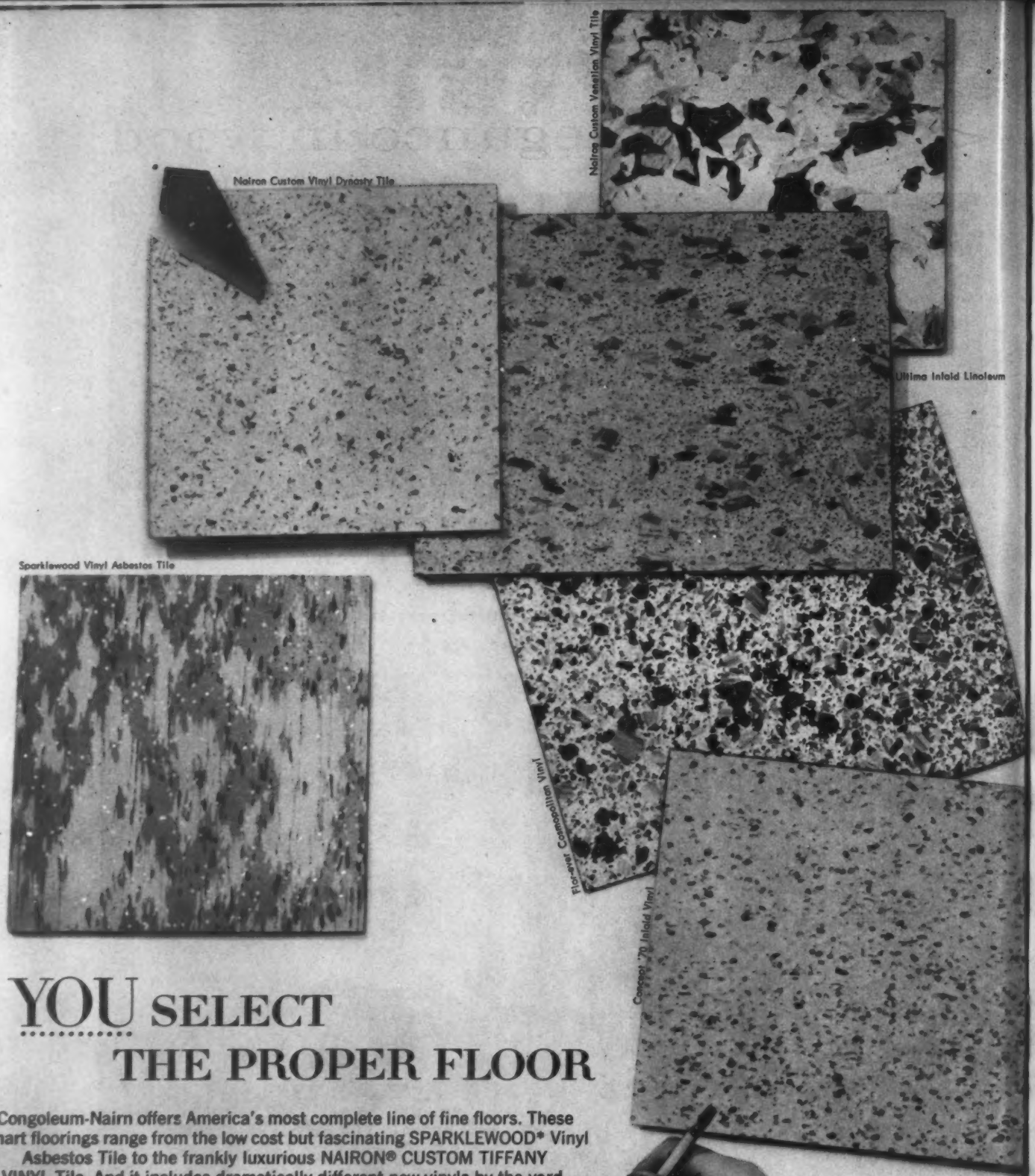


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King Posture Chair Co.
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L & B Mfg.
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Masden Chair Co.
Metalcraft Seating Co.
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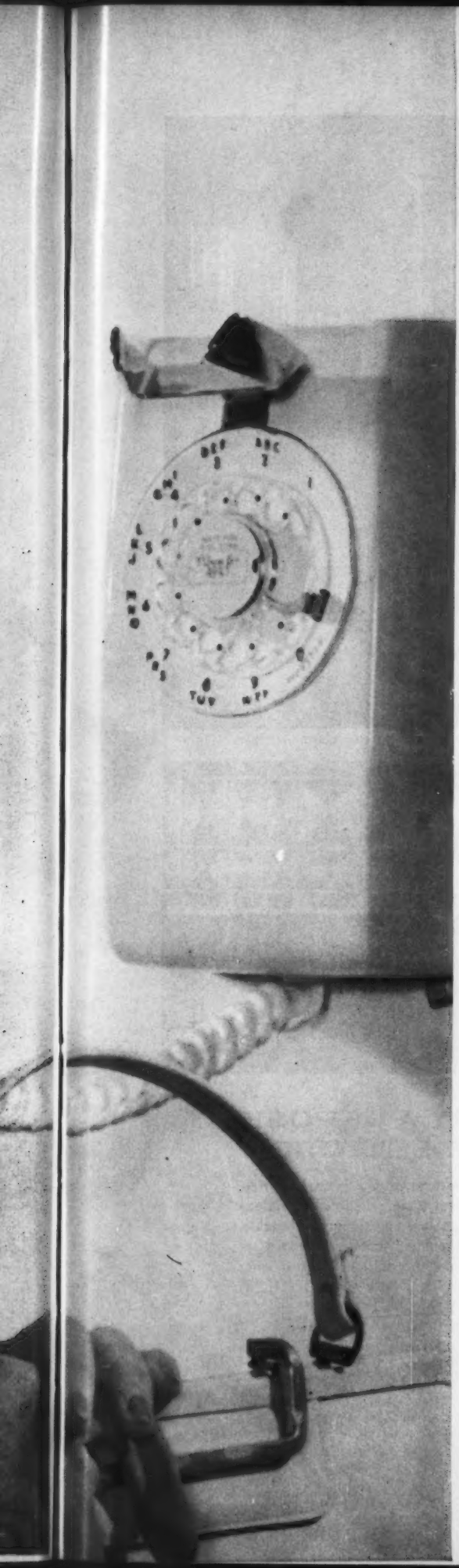
furniture...
it's white!"



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If you've been even a little hesitant about white furniture, you can now remove all doubts about its performance and sell it with complete confidence. Butyrate top-coat lacquers provide the protection that keeps customers happy. For more information about Butyrate finishes, write EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGSPORT, TENNESSEE.

*"Chaumont"—a new design in French Provincial by the Davis Cabinet Company, Nashville, Tennessee. The bedroom group shown here is solid ash finished in oyster white with optional gold or silver trim. The finish is protected against discoloration by a GUARDSMAN Butyrate top-coat lacquer manufactured by the Grand Rapids Varnish Corporation, Grand Rapids, Michigan.*

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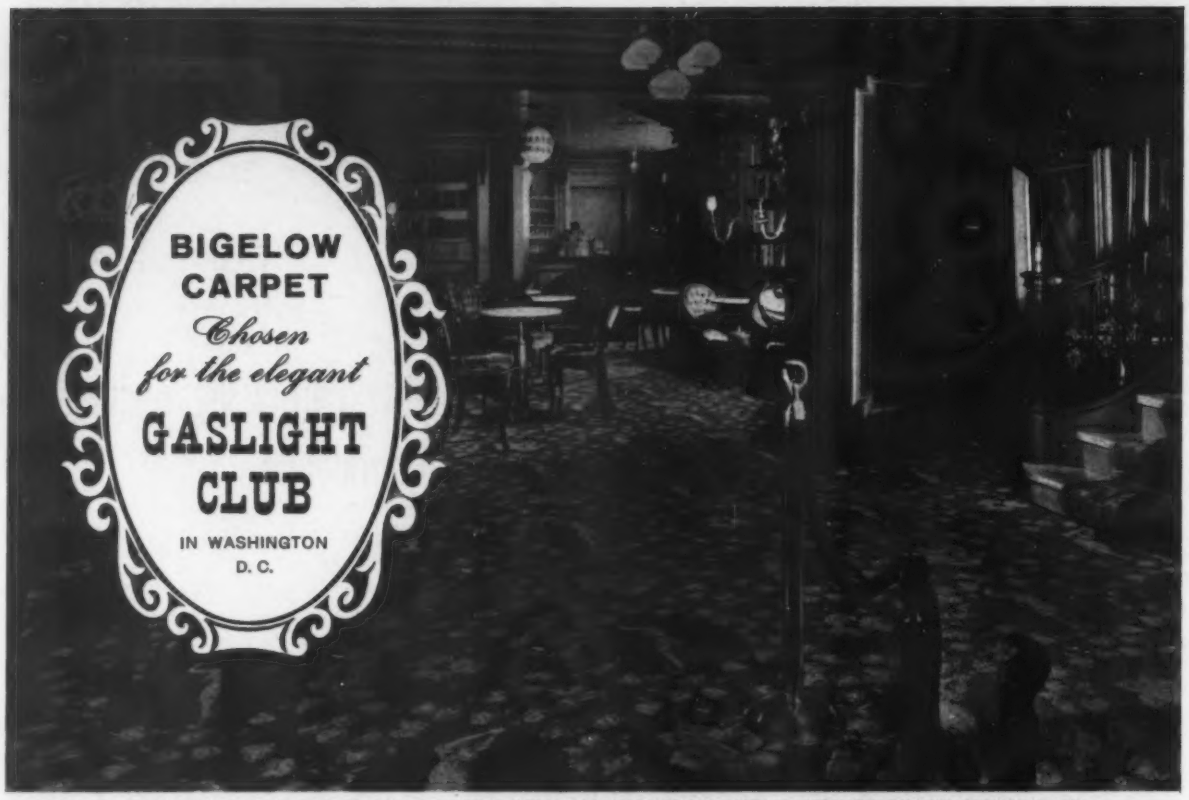


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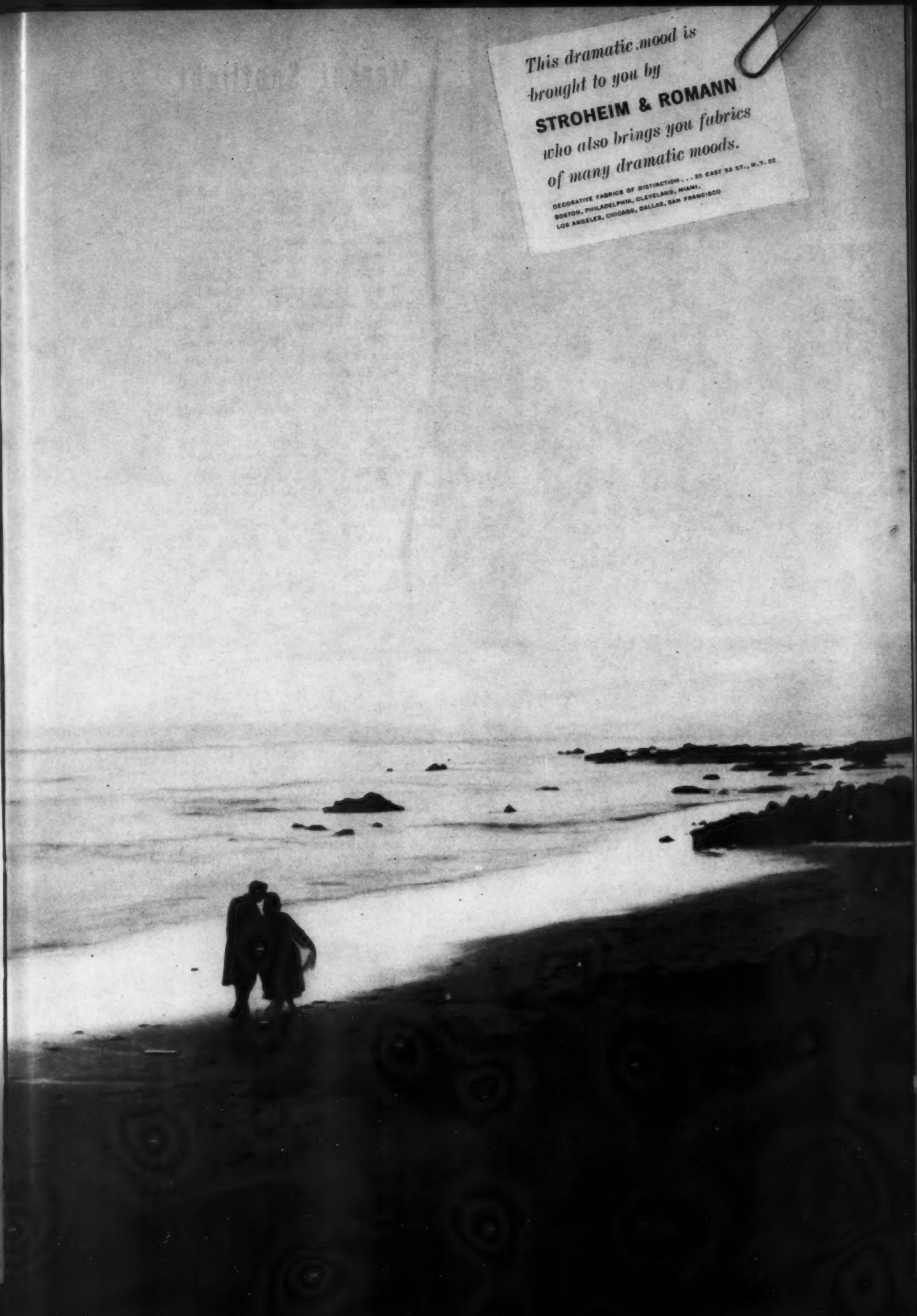
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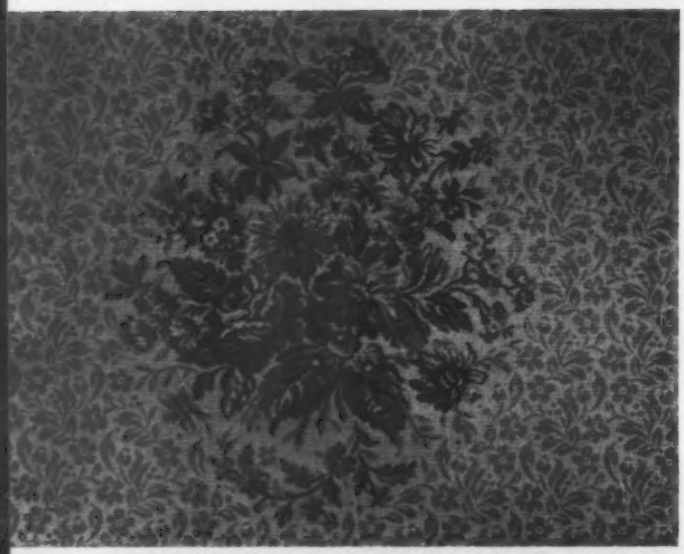


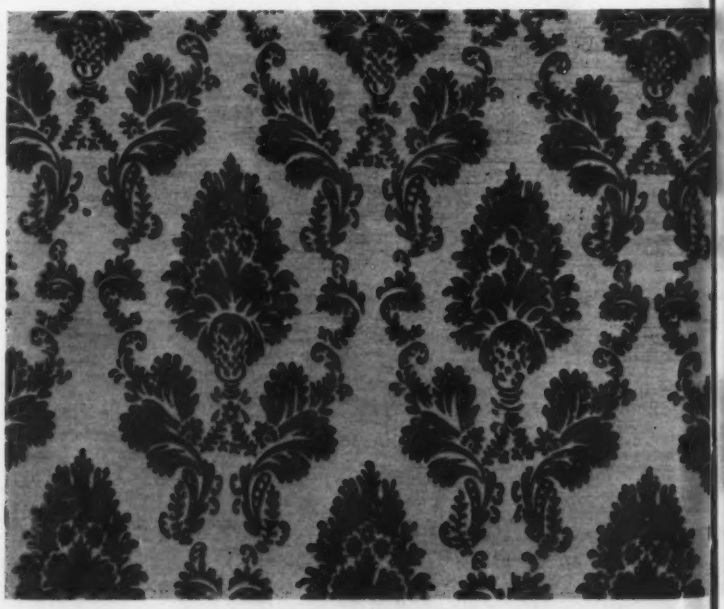
# Market Spotlight

*continued from page 74*

**Spring Fabrics—1960**

Colorful, new prints for Spring predominate Jofa's 1960 fabric collection on view in the firm's 45 East 53rd Street, New York showrooms. Diversified in color, mood and design, the collection contains drapery, upholstery and slipcover weights in natural fibers as well as blends, suitable for both traditional and contemporary schemes. Florals, usually strong this time of year are more appealing than ever, appearing in both printed and woven versions. Choices include several English handblock chintzes notable for their soft tone-on-tone colorways, a group of vibrant pigment-printed florals on silk and Dacron, and a magnificent example of Gobelin tapestry work with floral centerpiece for seat and back upholstery. Stripes include rayon and silk combinations from Italy, in brilliant casts of purple, royal blue, red, emerald and tobacco; striped-velvets, and brocades with striped effects. Striped textures also coordinate with a series of solids. Damask and brocade patterns, admired for their formal elegance, return in lighter contemporary colorings. New upholstery Belgian wools introduce unusual sturdiness and are permanently mothproof. And there is a special series of open-weave linen casements from Switzerland.

*Continued on page 90*



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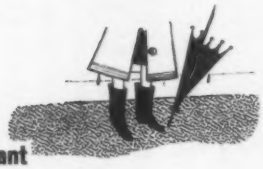
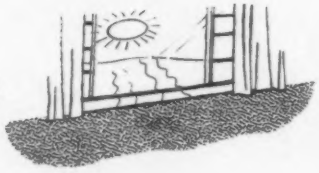
## *A carpet is practical if it is....*



**Soil-resistant**

**Soil-resistant** . . . Remember, there is no such thing as a "soilproof" carpet. However, a smooth fiber will resist soiling the longest and clean the easiest since it has no crevices in which dirt may stick.



**Colorfast**

**Colorfast** . . . The quality of the dye and the method of application determines the degree of colorfastness. The Avisco Integrity Tag is awarded only to the colorfast carpets . . . and only after rigid tests have been made.

**Long wearing**

**Long wearing** . . . Again, there is no such thing as a "wearproof" carpet. The durability of a carpet depends upon the fiber in that carpet and the construction. Super L Rayon has been developed exclusively for carpets. It has been performance-tested in elevators of large office buildings where the traffic was constant and heavy . . . and has proven its durability and long life. The Avisco Integrity Tag assures you of quality construction.

**Made of Super L**

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There's a carpet made with Super L Rayon within every bride's budget . . . look for one from these fine carpet manufacturers: Artloom, Callaway, Firth, Loomweve, Magee, Mohawk, Painter, Roxbury.

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Illustrated: "Shasta" and "Palmento Gold" by Titus Blatter, hand-picked by Pauline Trigère for PPG.
PPG manufactures the fiber glass yarn—not the fabric. Photo: Herbert Matter

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1

# Market Spotlight

*continued from page 84*

1—I. Schwartz Glass & Mirror Co. duplicates antique Venetian mirror with hand-engraved borders of polished plate glass; all parts firmly secured by small glass rosettes, as in original; 43″ x 45″.

2—F. J. Newcomb introduces copy of Empire trumeau painted off-white and gold and with gilded detail; little candle holders on both sides are removable; 29½″ x 58″ overall.

3—Friedman Bros. trumeau, finished either in antiqued white and gold, or colors and gold; 24½″ x 50″.

4—Atlas Mirror & Glass Co., imports decorative Régence mirror, scaled to be used over sofa or cabinet; 49″ x 52″ overall.

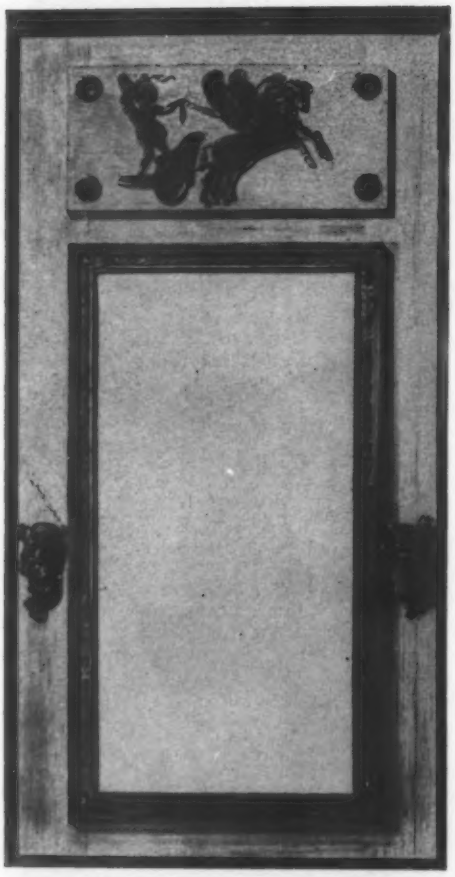
5—Donnelly-Kelley Glass Co. introduces octagonal-shaped Hart mirror with fish scale molding in antiqued gold metal leaf; can be used either vertically or horizontally; 35″ x 47″.

6—Regent Glass Co. offers interesting scaling in pair of trumeaux; ormolu mounts on mercury antiqued mirror.

7—D. Milch & Sons reproduces Louis XVI mirror frame in custom finishes, from original found in Royal Palace in Copenhagen; 23″ x 54″ overall.

8—Reale Mirror Mfg. Co. presents handcarved mirror design in Chippendale style, rubbed finishes to custom specification.

*Continued on page 96*



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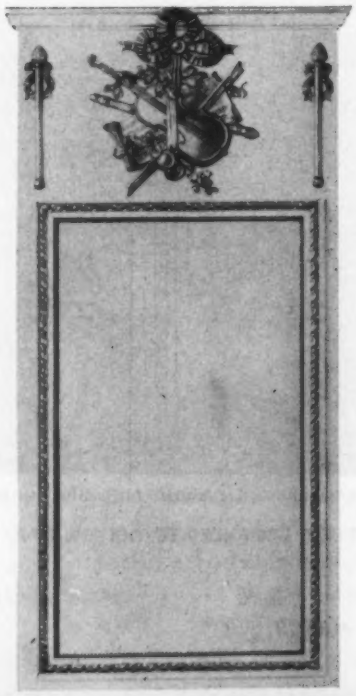

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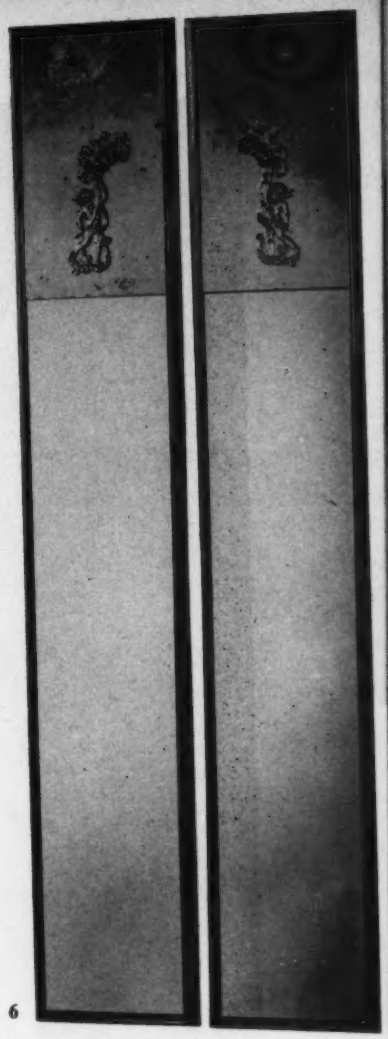

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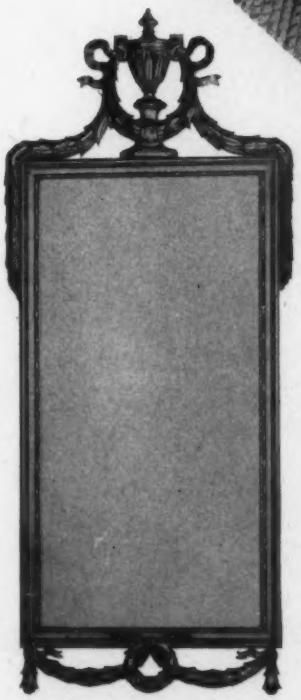

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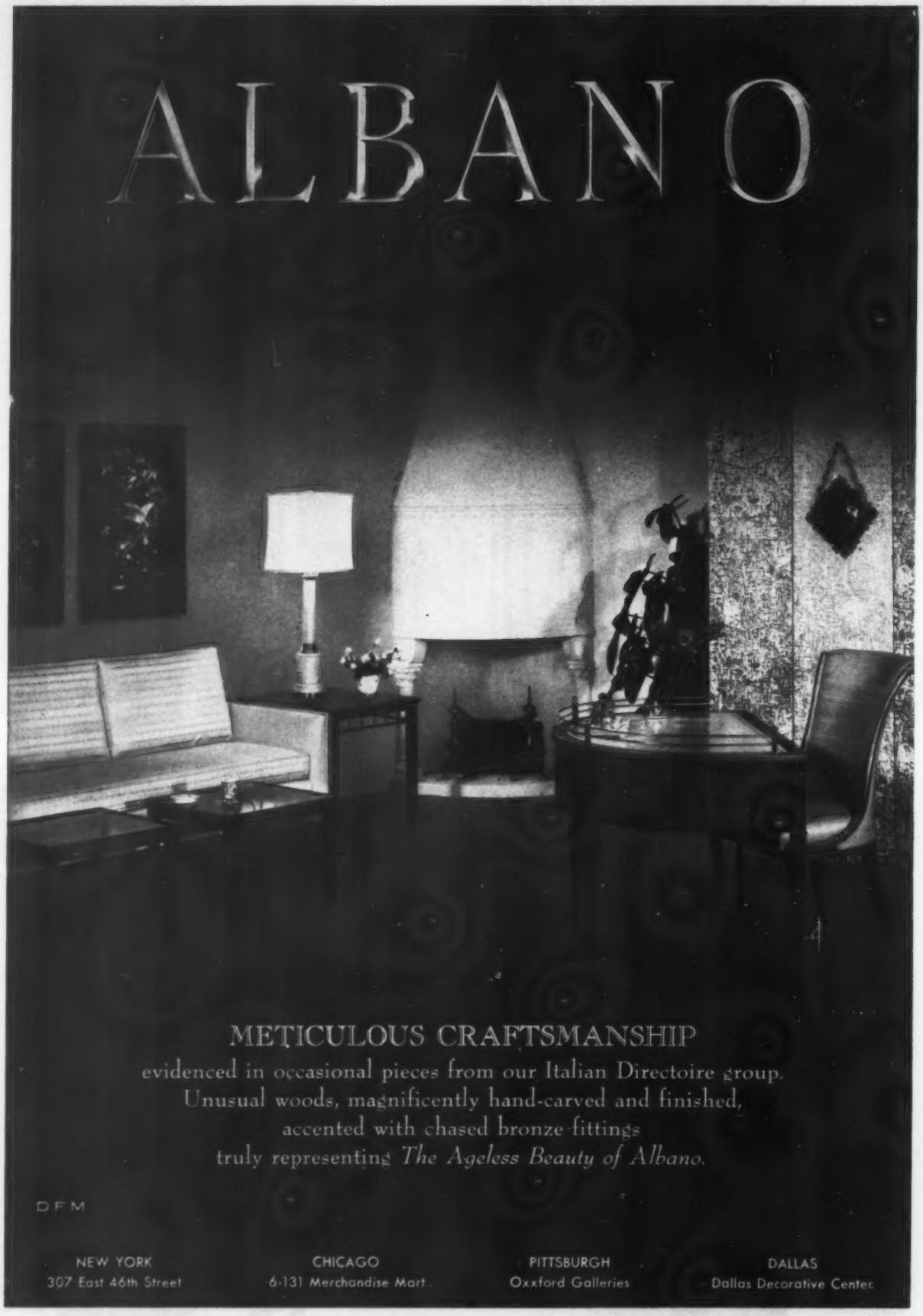
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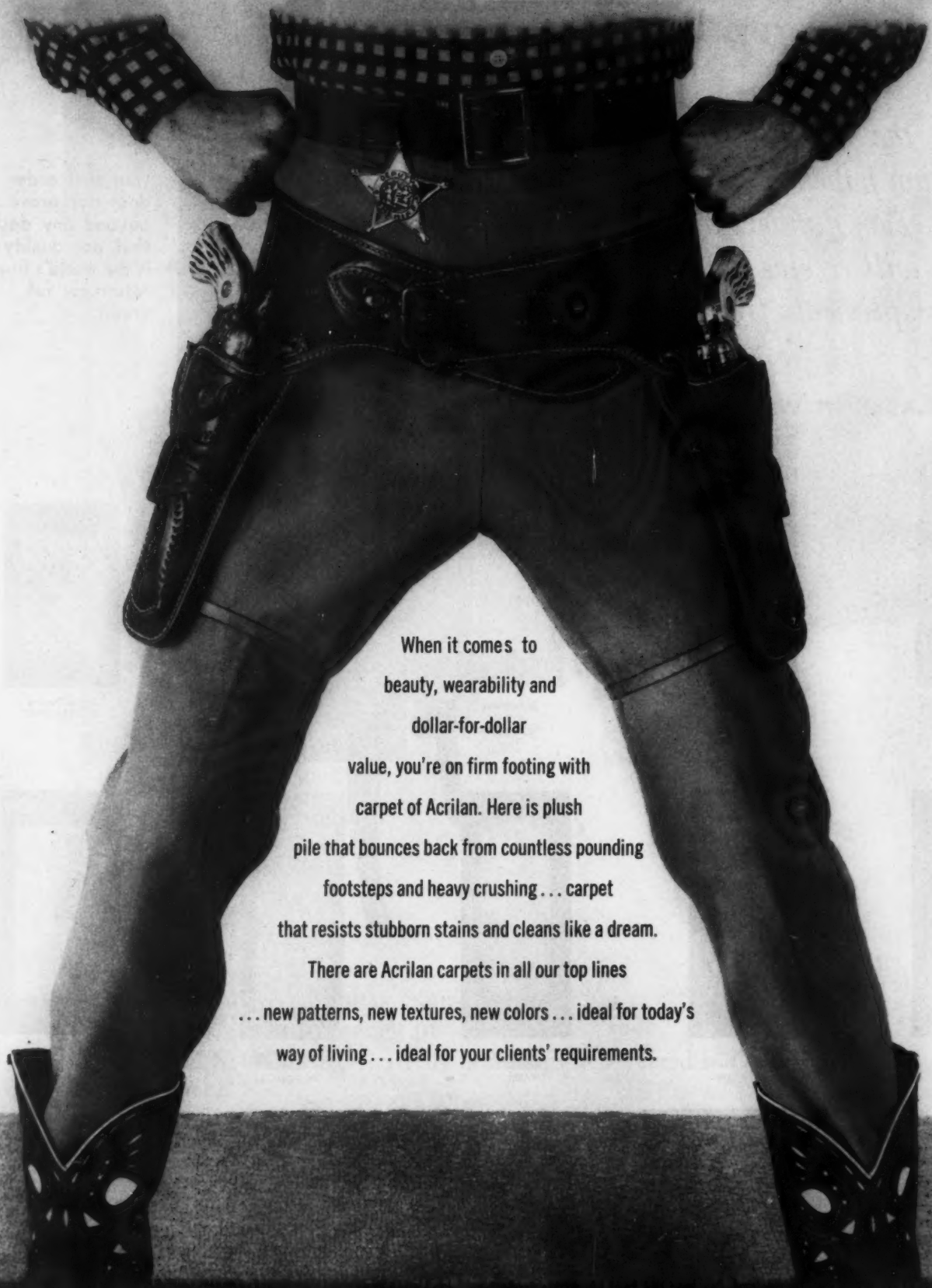

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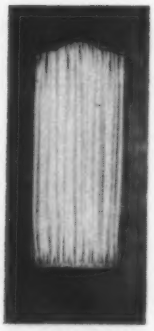
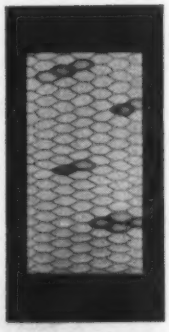


Style Eight
SHIRRED FABRIC

Style Nine
FRENCH PROVINCIAL



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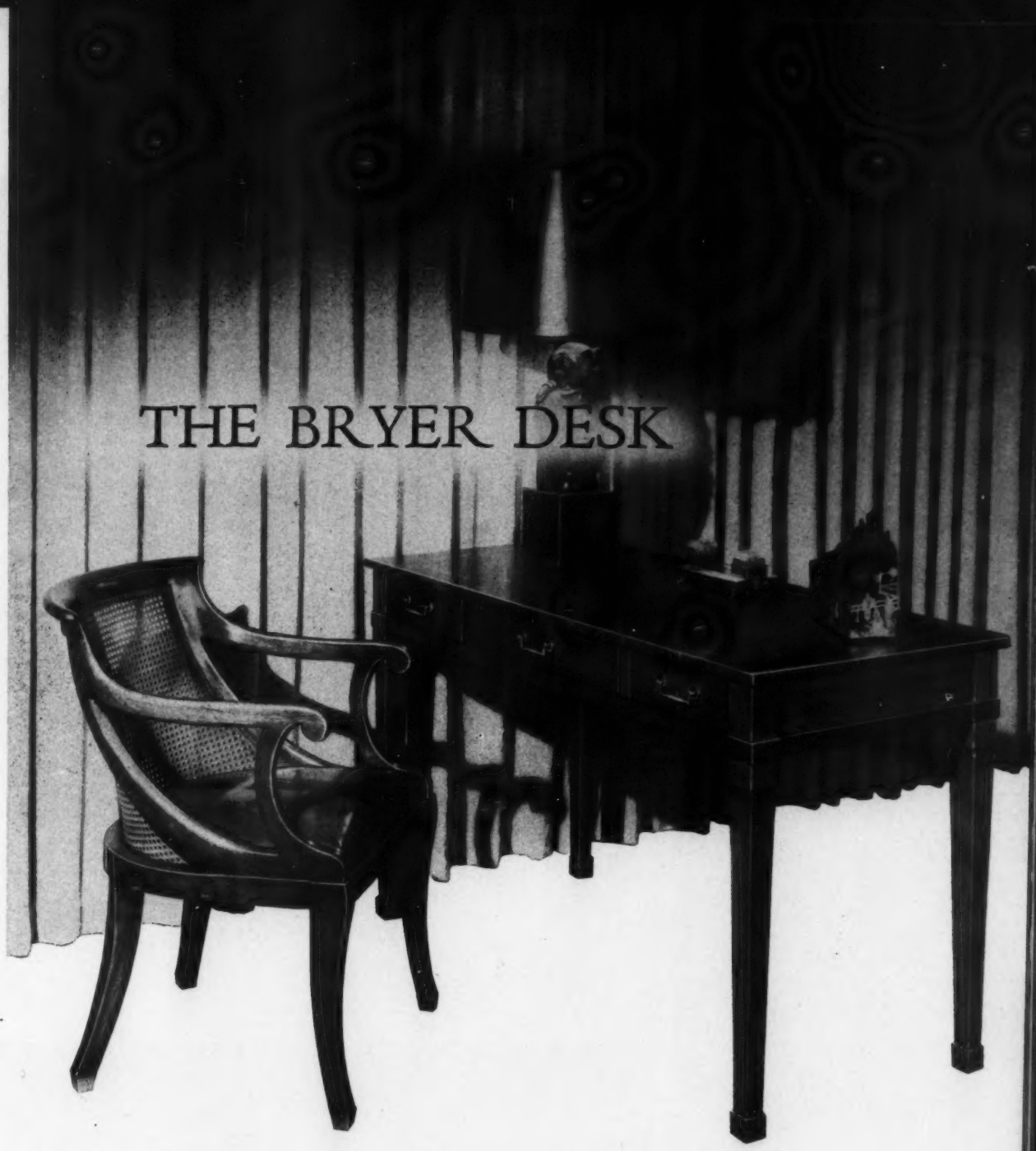


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1–2

# Market Spotlight

*continued from page 91*

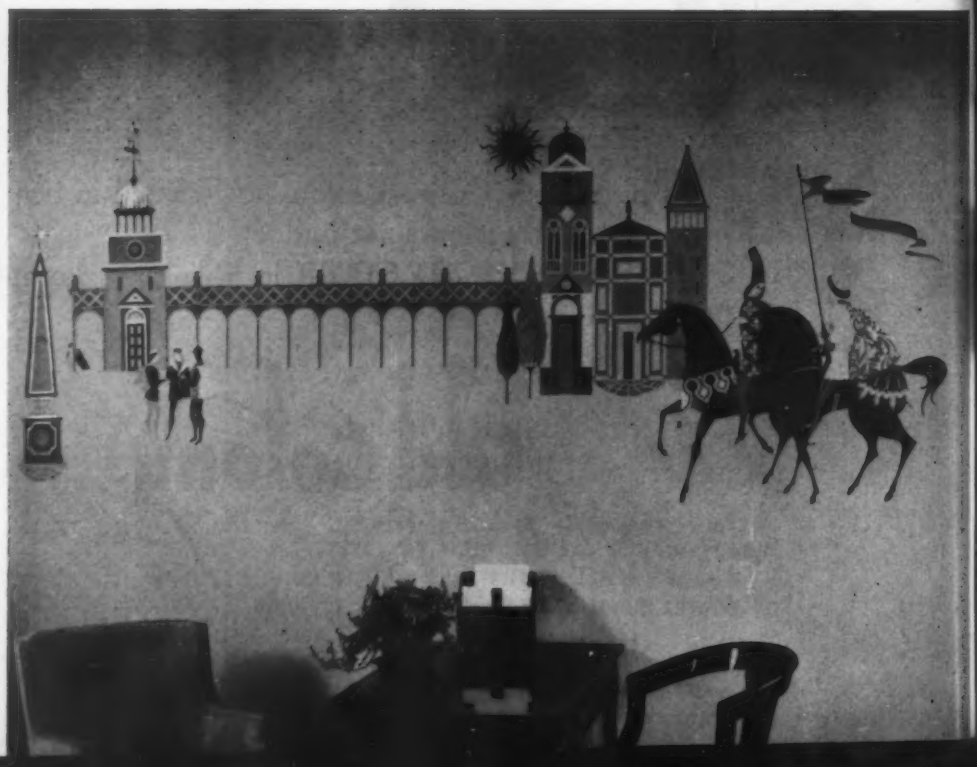
**1 & 2**—Inez Croom introduces new handscreened wallpapers; *Head Tide House* is a documentary of the American Federal period in sepia, blue, gray, and pale gold; *Poppies* in vivid poppy tones of red, coral, pink and yellow.

**3**—From 4 Walls *Beauharnais* is a border and filler design by Tom Jordan.

**4**—Kneedler - Fauchere mural pattern, *Renaissance II*, is designed to fit many spaces in stock colorway of olive, bronze green, citron on opal white with periwinkle blue and bronze leaf accents.

*Continued on page 108*

3



4

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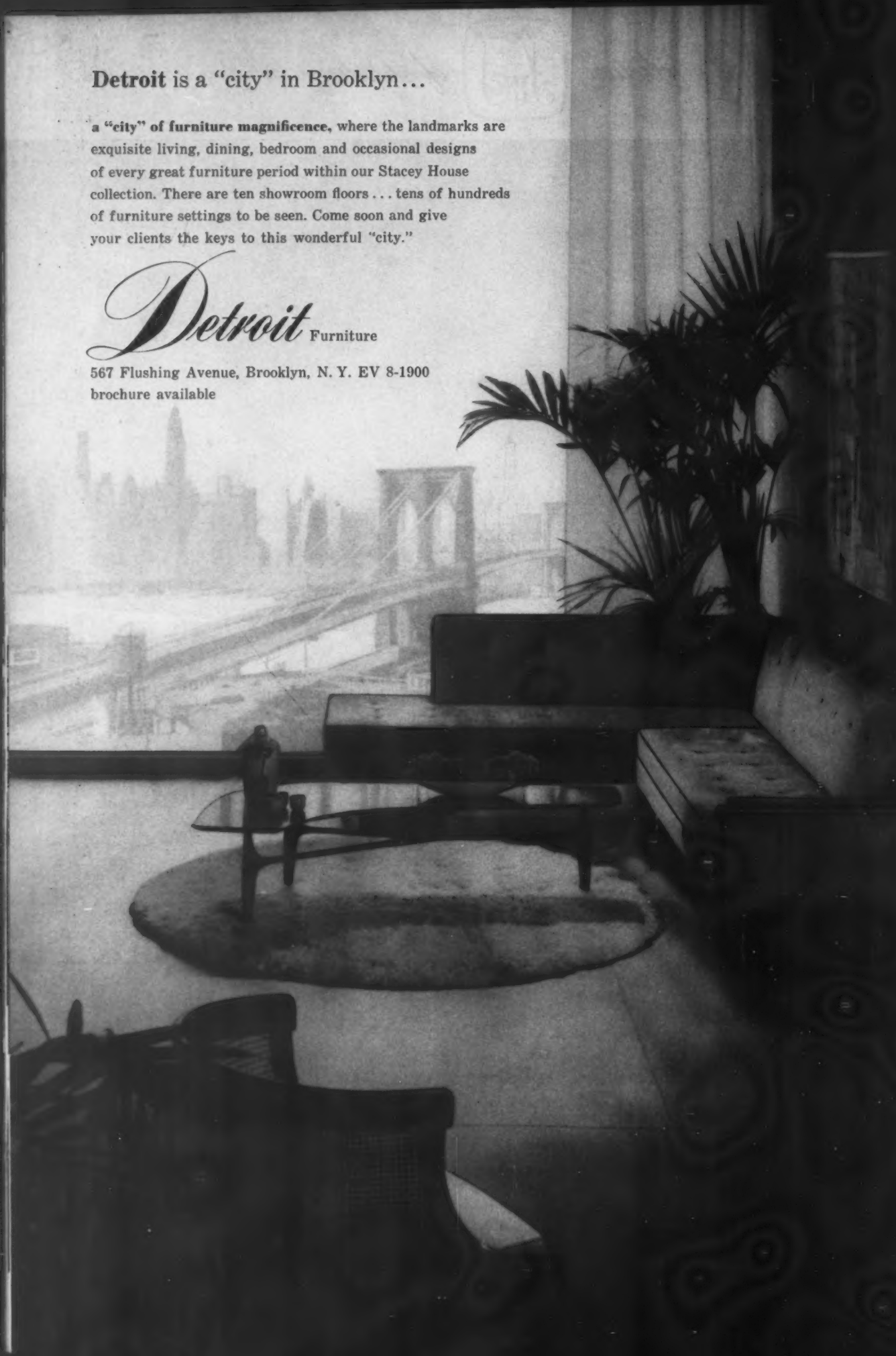

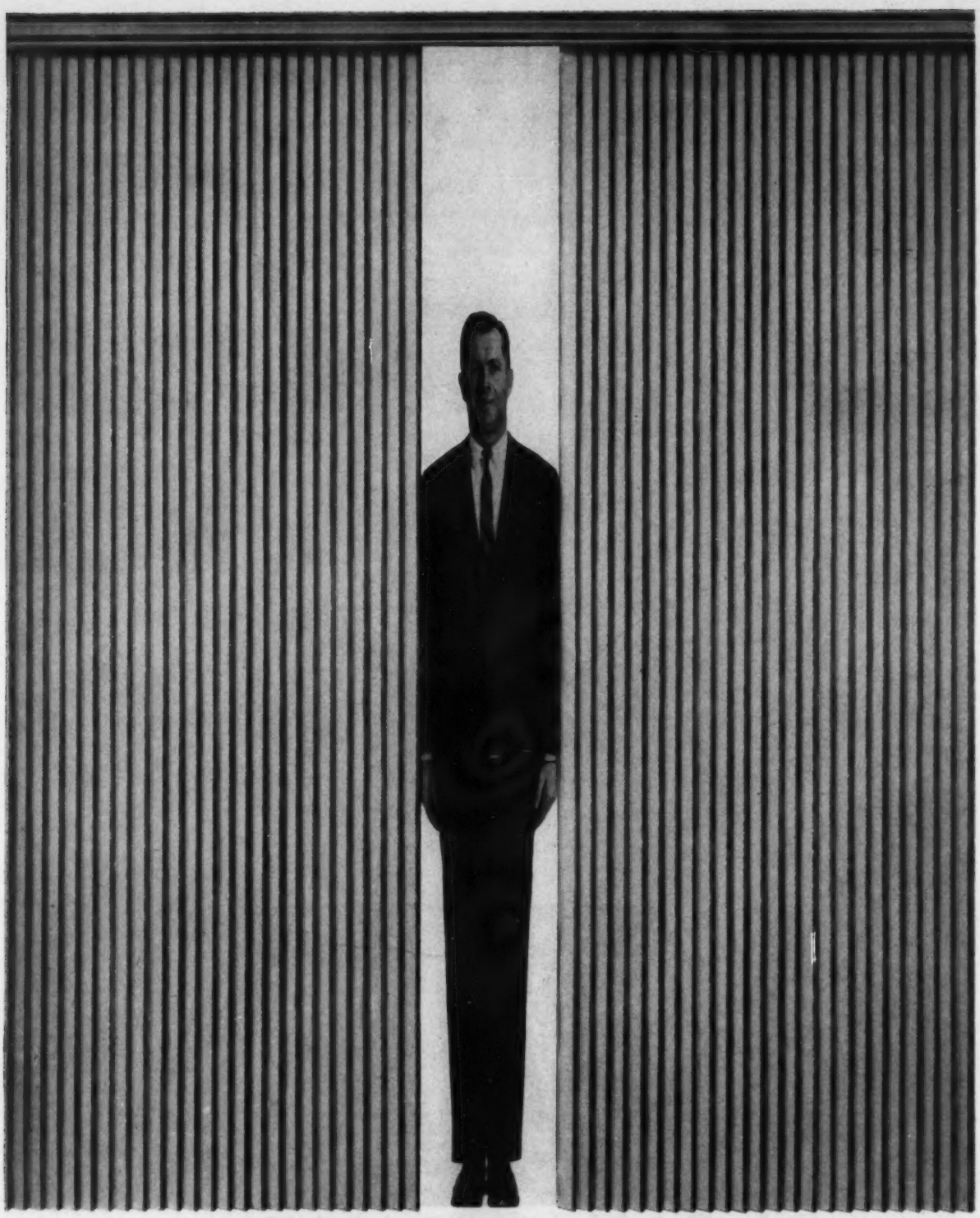


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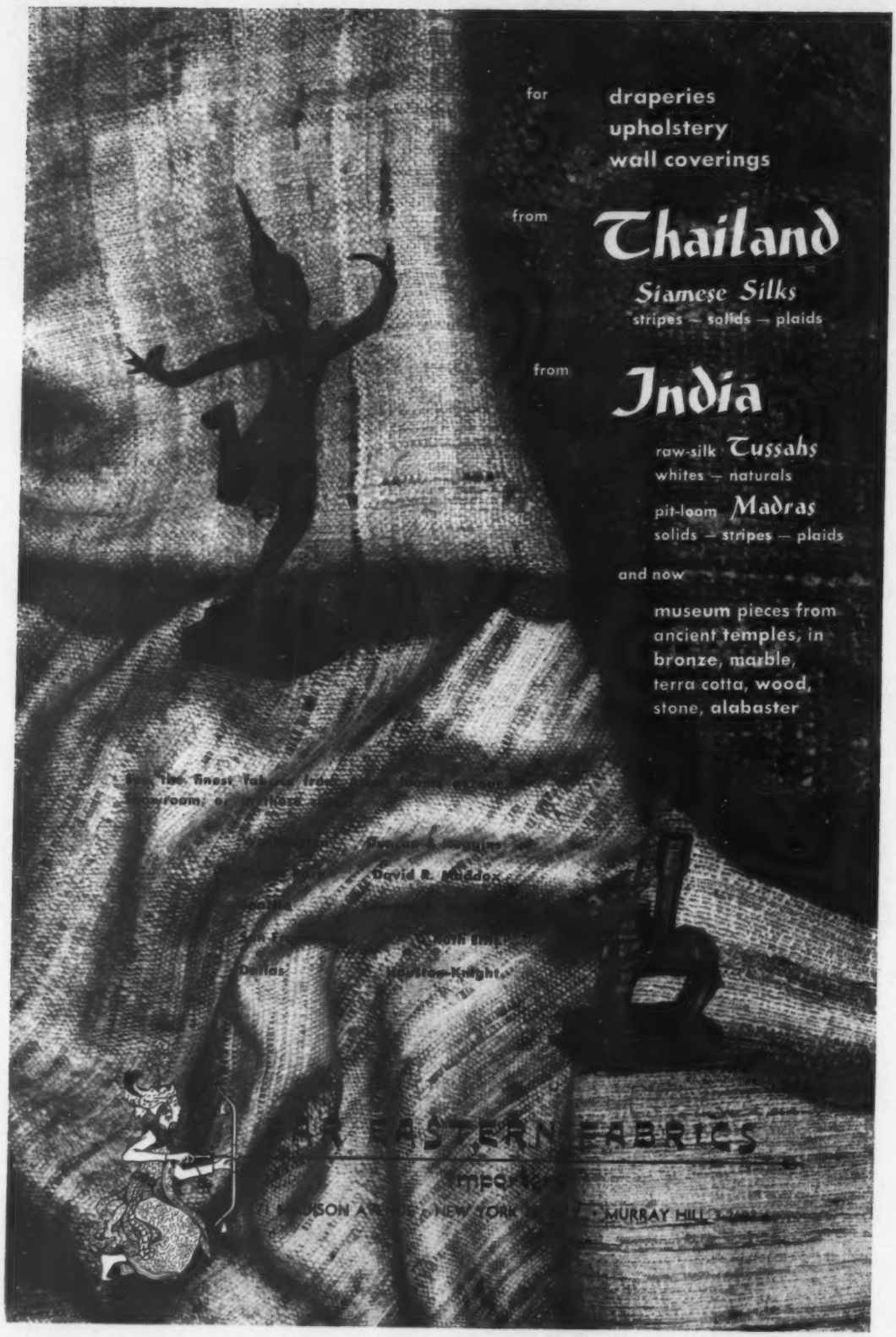
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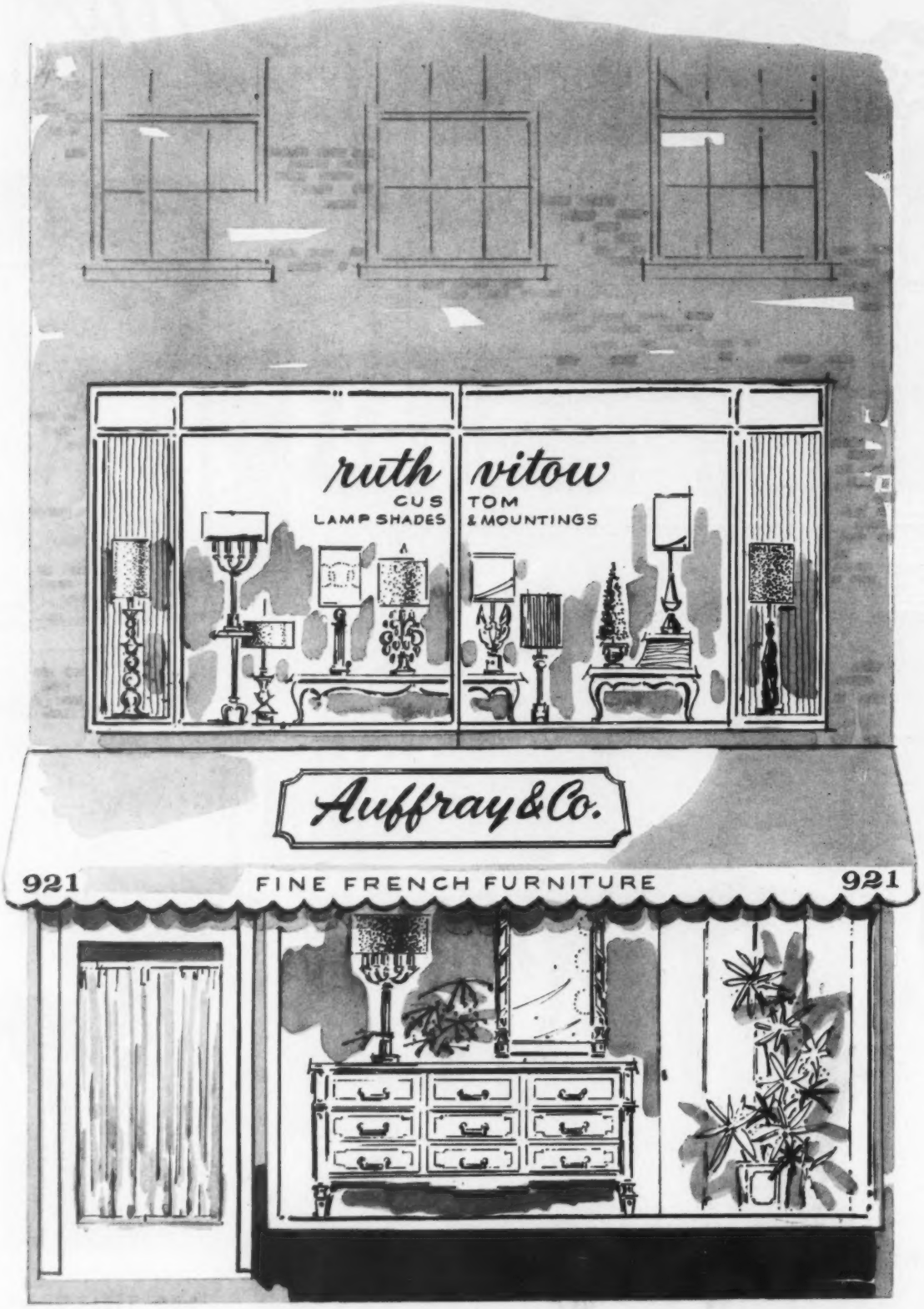

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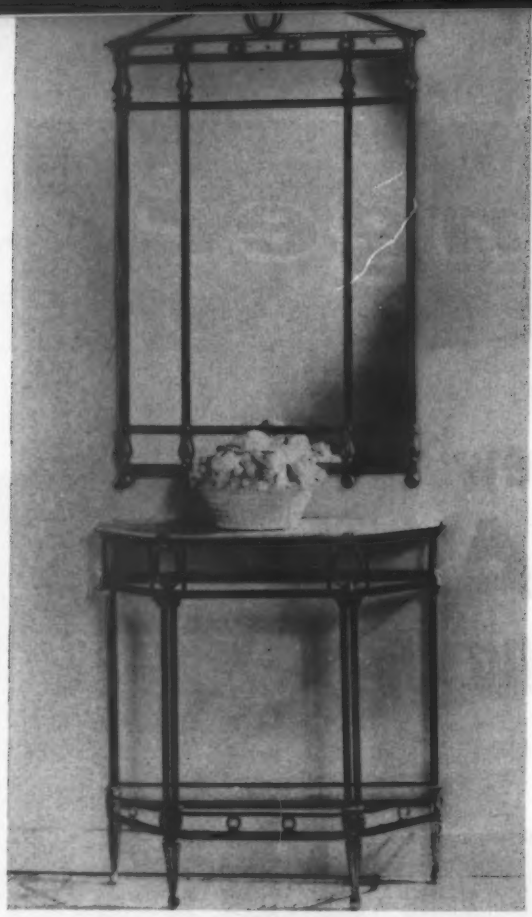


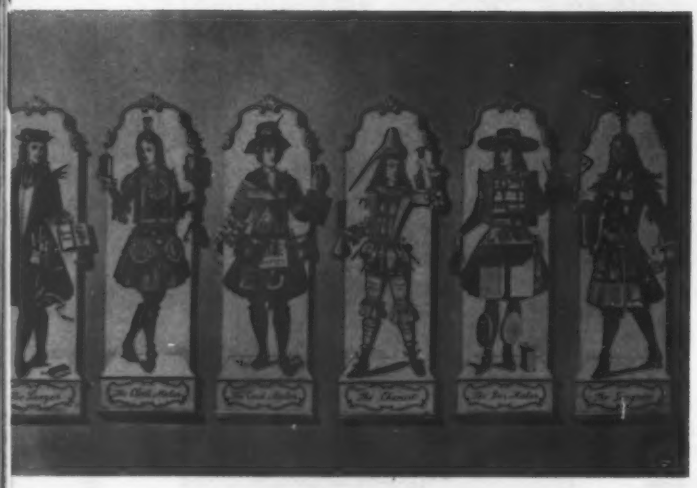
# Market Spotlight

*continued from page 96*

**Accessories From Italy**

The keynote of a collection of accessories introduced by Palladio Interiors' Import Co., Inc., 783 Third Avenue, New York, is a special quality of handcraftsmanship augmented by contrasting materials. Designs include mirrors, sconces, tables, brackets and panels designed and made in the firm's Italian studios by local artisans. Mirrors are shown in various styles and sizes. One, a circular model in wood of the American Federal period, illustrated, is handcarved and finished with antique gold leaf. Others are in handwrought metal. Sconces are particularly graceful in design. A notable example is a 2-light sconce with musical motifs in carved wood, handpainted in soft colors and then rubbed with antique white and gold leaf. Lightness and delicacy of scale also highlight several mirror and console combinations in iron, cast aluminum and marble. And a note of whimsey is introduced in a series of six wood plaques depicting 18th-century French figures: *The Lawyer, The Clock Maker, The Card Maker, The Chemist, The Box Maker, The Surgeon.*

*Continued on page 116*



Wall-to-wall sofa for six sitting-up people two feet wide, or two lying-down people six feet long. Designer MacGregor, determined it should be as comfortable as it looks, added the sink-in softness of Dacron to the buoyancy of foam. The pillows make it perhaps too luxurious for anyone not a sultan

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*Upper left: Series 9060/62 50" Rochere Lisere, Upper right: Series 9460/64 48" Loire Glazed Chint'z, Bottom: Series 7410/30 54" Savoy Antique Silk Satin.*

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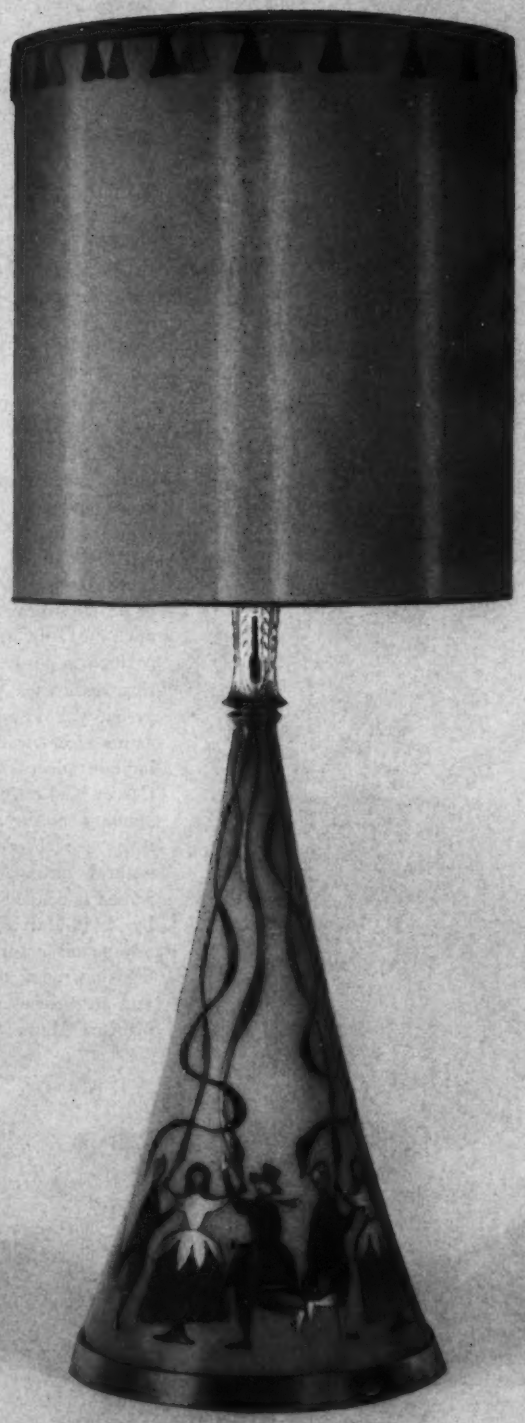

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*Painting of "Sea Coast" by Paul Warner*

# Market Spotlight

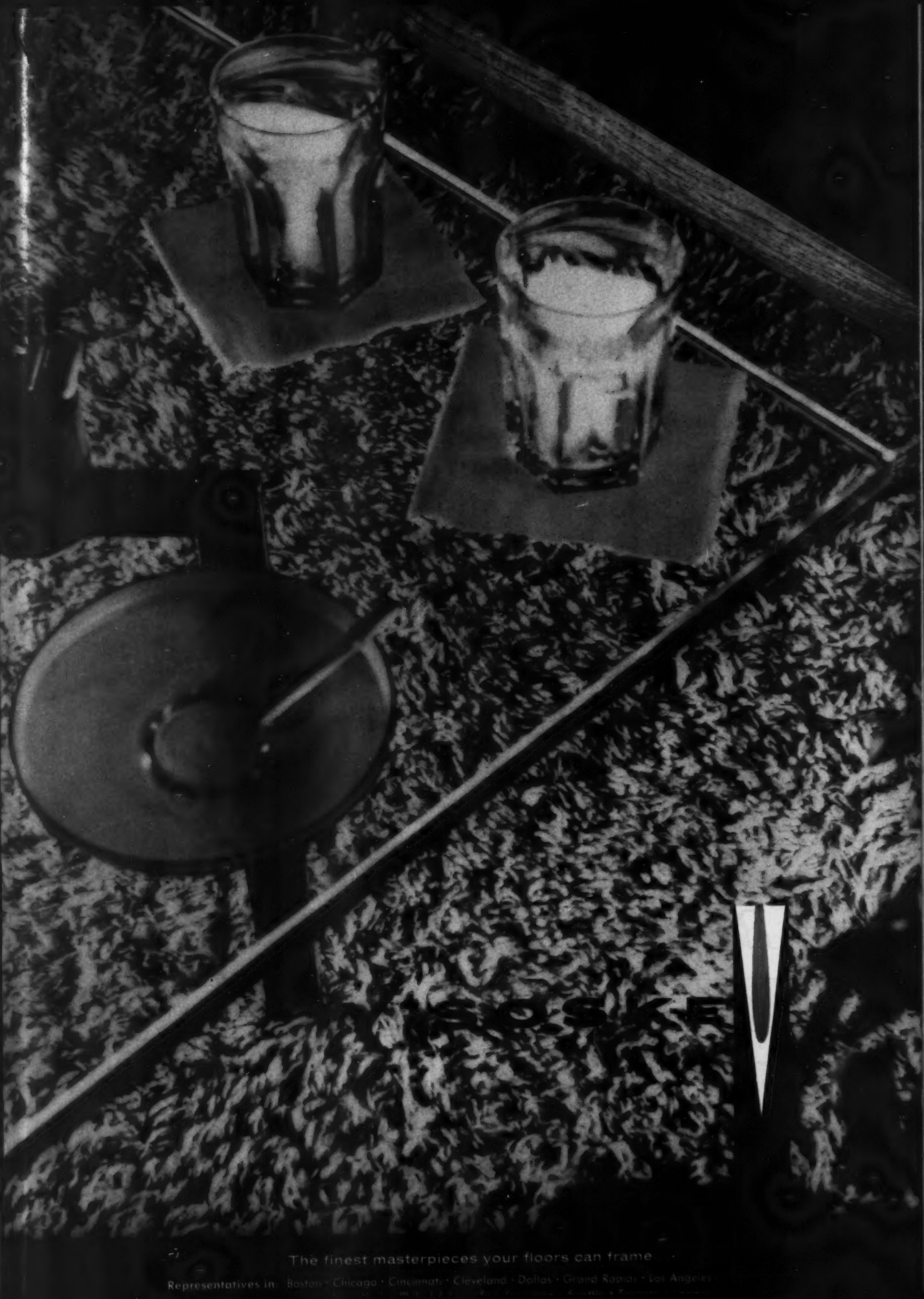
*continued from page 108*

**Dunbar in Los Angeles**

A new two-story building in the decorative center of Los Angeles is the home of the newest Dunbar showroom. The address is 8850 Beverly Boulevard, and the interiors were designed by Dunbar's furniture designer Edward Wormley, A.I.D., and his associate, Edward Crouse. In addition to housing the Dunbar collection, the showroom also has two separate galleries to display the lines of the McGuire Company and Dixon-Powdermaker. Backgrounds of the Dunbar rooms are quiet and subdued: floors carpeted in Cabin Crafts dove-beige, walls in C. W. Stockwell grasscloth, with accent areas in contrasting colors or patterns, the upholstered furniture mostly in tones of green and gold. In the bedroom area, shown at the top of the page, the brick wall is painted white and pale blue-green, bedspreads and headboard are in an embroidered squash colored silk, and the sofa is upholstered in pale robins-egg blue. Another bedroom setting features a printed paper in moss green, yellow and brick red on white as an accent wall. Both of those rooms include pieces from the firm's "New Career Collection" introduced at the January market. In the living room, walls are covered in heavily textured natural grasscloth, and an arched screen is draped with a casement fabric by Gian-Matrix in moss green and orange on natural. Lamps throughout the showroom are by Design Technics, and accessories are from the collection of Karl Mann Associates.

*Continued on page 208*

*Painting of "Procession" by Jack Zajac*

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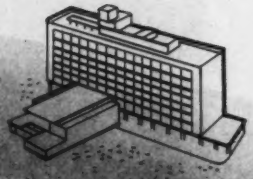

**RESORTS**

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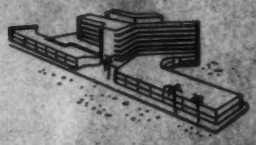

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# A SALUTE TO THE AMERICAN INSTITUTE OF DECORATORS

Your copy of INTERIOR DESIGN this month is one of the largest ever published. It was planned as a salute to the 29th Anniversary of the founding of the A.I.D. (American Institute of Decorators), and, editorially, it has been built around the work of only two of the twenty-nine Chapters: the Southern and the Northern California Chapters.

It is difficult to comprehend the great growth and impact of the A.I.D. since its founding twenty-nine years ago. There are now twenty-nine Chapters covering the fifty States in the Union, and an international membership representing Canada, Mexico, Europe and Asia. It is significant that INTERIOR DESIGN and the A.I.D. have grown up together, each contributing in its own way to the growth and development of the interior designing and decorating profession. For this reason, INTERIOR DESIGN comes closer to being a realistic yardstick of the A.I.D. growth and influence than any other available index or measuring stick.

The influence of the A.I.D. does not necessarily lie in its numerical strength of approximately 2,600 members, representing every State in the Union; its real influence lies in its social-economic force—its impact upon the cultural growth of the Country, its impact upon the distribution of quality homefurnishings, and its impact upon the design development within the homefurnishings industry and in the merchandising of homefurnishings products at both the retail and wholesale levels.

The increasing awareness on the part of the American public that the interior designing and decorating profession represents the greatest non-academic cultural force in America, and a like awareness on the part of our educational system of the vocational opportunities inherent in this growing profession and their motivation to expand and improve curricula to properly equip students to serve within its framework, is dramatic testimony of the far-reaching sociological impact of the force that was generated with the founding of the A.I.D. twenty-nine years ago.

Further evidence of this awareness is the fact that it is becoming less and less of a social negative to admit that one does not have the knowledge and training necessary to create suitable backgrounds for gracious living, and it is becoming more and more of a social positive to take pride in the fact that one has em ployed the services of a professional interior designer.

As a result of this growing respect for the interior designer-decorator, the interior of the house is taking its rightful place as the most important social-economic symbol, speaking eloquently for the interior design profession that has contributed so much to the cultural growth of this great Country.

Hanny Anderson

# 29th Annual Conference A.I.D.

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The forthcoming Annual Meeting of the American Institute of Decorators will be held at the Beverly Hilton Hotel, Beverly Hills, California, from May 15 to 20, 1960. This will mark the Twenty-Ninth Anniversary of the Institute. In July 1931 a dedicated group of firm believers in standards of performance, education and ethics founded the American Institute of Decorators. From the needs, purposes and resolves then expressed, and through the vision and constructive thinking of the founder group, the objectives and organization of A.I.D. took form. Gradually and effectively the Institute has taken its place in American life for which it was destined. The organization has expanded from a handful of thoughtful and inspired individuals into an internationally recognized body of more than 2600 members in twenty-nine chartered chapters covering all fifty States and includes members in Argentina, Australia, Canada, Colombia, Denmark, England, France, Hong Kong, India, Japan, Puerto Rico, Mexico, New Zealand, Spain, Sweden and the Virgin Islands.

The Institute's educational program has influenced courses in interior design and decoration in many colleges, universities and art schools. For twenty-two years the A.I.D. has sponsored a competition for students of interior design and decoration to stimulate and promote the highest level of academic and technical training. A student affiliate program was established in 1958. There are now approximately 800 student affiliates of A.I.D. who have been encouraged to form student chapters under the supervision of faculty members and A.I.D. chapters. This program materially assists students and expedites their preparation for entering the field of interior design and decoration.

The Resources Council of the American Institute of Decorators, Inc., was founded in 1958 and sponsored by the A.I.D. National Committee on Trades Relations. This organization, which includes the nation's major manufacturers and distributors of the finest products for America's homes and industries, in cooperation with the Institute's membership, is developing exciting new products for the benefit of the public. The A.I.D.'s Committee of Selection for Citations of Merit recognizes outstanding designs created for the Interior Furnishings Industry, as well as the development of new products. Exhibitions of renderings and photographs—symposiums—lecture series—vignette shows and various special projects are promoted by all chapters. These activities have been acclaimed by a responsive and appreciative public. For the past twenty-nine years great progress has been made in establishing the trained and experienced interior designer as a professional. A.I.D. as an organization, as well as through individual members, reaffirms its dedication to high principles. High standards of performance and professional leadership have made the American Institute of Decorators one of the most powerful cultural forces in America today. The Institute with grateful thanks salutes its members and the manufacturers and distributors who have supported the A.I.D. in its many varied programs.

J. H. Leroy Chambers

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**Mildred English Deutsch**
*San Antonio*

**A. Allen Dizik**
*Los Angeles*

**Mary E. Dunn**
*New York*

**Adele Faulkner**
*Los Angeles*

**E. Gordon Findley**
*Columbus*

**Harry E. Francis**
*Colorado Springs*

**Edna Green**
*Phoenix*

**Harold W. Grieve**
*Los Angeles*

**Elizabeth Shea Heenan**
*Dallas*

**Harold F. Holtz**
*Indianapolis*

**Thomas F. Holzheimer**
*Cleveland*

**Agnes Cornell Hunter**
*Chicago*

**Jeannette B. Kapstein**
*San Francisco*

**Frances Larmer**
*Tulsa*

**Paul Lowrey**
*San Marino*

**William MacArthur**
*Milwaukee*

**George J. Morgan**
*Albany*

**Margaret Morrow**
*Washington, D. C.*

**John C. Murphy**
*Chicago*

**Bess Neely**
*Atlanta*

**Ernest Nereaux, Jr.**
*New Iberia, La.*

**William Pahlmann**
*New York*

**James Merrick Smith**
*Coconut Grove, Fla.*

**Delroy M. Stanley**
*Minneapolis*

**C. Eugene Stephenson**
*New York*

**Everett Parker Stutts**
*Winston-Salem*

**L. Raymond Toucher**
*New York*

**John B. Wiener**
*New York*

**William D. Hamilton II**
*Executive Director*

## Conference Program

**SUNDAY, MAY 15**

**9:00 a.m.-5:00 p.m.**
Meeting: National Board of Governors, Chapter Presidents, Advisory Council Representatives, National Committee Chairmen. Milton Glaser, Chairman, presiding. Cadoro Suite (Unless indicated otherwise, all events are at the Beverly Hilton Hotel).

**12:00 noon**
Luncheon: National Board of Governors, Chapter Presidents, Advisory Council Representatives, National Committee Chairman. Hosts: F. Schumacher & Co. Nordic Suite.

**6:00 p.m.-8:00 p.m.**
Cocktails for all registered members and guests. Hosts: Robbins Floor Products, Inc. Lanai Room.

**MONDAY, MAY 16**

**8:00 a.m.-9:30 a.m.**
Breakfast. Hosts: Du Pont. International Ballroom.

**9:30 a.m.-12:00 noon**
Meeting of Members—Opening of Conference: J. H. Leroy Chambers, President, presiding. Grand Ballroom, South End.

**12:00-2:30 p.m.**
Awards Luncheon. Presentation: Honorary Membership to Henry Dreyfuss and Buckminster Fuller. Speaker: John T. Entenza, Editor "Arts and Architecture" magazine. Presentation: Elsie de Wolfe Foundation Award by Tony Duquette, A.I.D. Fund Administrator. Presentation of Citations of Merit for Product Designs and Development. Grand Ballroom, North End.

**2:30 p.m.-5:30 p.m.**
Meeting of Members—Program arranged by National Committee on Education. Topic: "Sense and Nonsense about Space"; "The Experimental and Visionary Approach": Buckminster Fuller. "The Artistic and Aesthetic Approach" (speaker to be announced). "Potential Contribution of Outer Space to Inner Space" (speaker to be announced). Presentation of Student Design Competition Awards. Grand Ballroom, South End.

**7:00 p.m.-8:30 p.m.**
A.I.D. Night at Exhibition. Cocktails and buffet supper served. Host: Amtico. Transportation provided. Hollywood Palladium, Hollywood off Vine.

**TUESDAY, MAY 17**

**9:00 a.m.-1:30 p.m.**
An organized tour of Robertson and La Cienega Boulevards arranged by the trades. Bus transportation provided.

**9:30 a.m.-1:00 p.m.**
Continental Brunch as guests of La Cienega Center. Oyster House, La Cienega Boulevard.

**11:30 a.m.-2:00 p.m.**
Champagne Buffet by Robertson Center.

**2:00 p.m.-4:00 p.m.**
Meeting of Chapter Presidents: Mrs. Dorothy H. Paul, President of Southern California Chapter, presiding. Cadoro Suite. Round Table Discussion for entire membership: Mary Dunn, chairman, International Banquet Room.

**7:30 p.m.-1:00 a.m.**
Cocktails and Dinner at La Golondrina Restaurant on Olvera Street in old Los Angeles.

**WEDNESDAY, MAY 18**

**9:30 a.m.-12:30 p.m.**
Meeting of Members, election of Governors and Officers: J. H. Leroy Chambers, President, presiding "Philosophy of Business Administration": Tyler McDonald. Grand Ballroom, South End.

**12:30 p.m.-2:00 p.m.**
Luncheon. Host: Congoleum-Nairn. Program: "Fashion Trends in Floors and Fashions." Grand Ballroom, North End. Eleanor Lee, hostess.

**2:00 p.m.-5:30 p.m.**
Program arranged by Resources Council of the American Institute of Decorators, Inc. Grand Ballroom, South End.

**7:30 p.m.**
Studio set party at a major Hollywood Studio. Place to be announced. Black tie.

**THURSDAY, MAY 19**

**9:30 a.m.-12:00 noon**
Meeting, National Board. Cadoro Suite.

**1:00 p.m.**
Luncheon. Host: Lucile Chatain (C. W. Stockwell). Tour of Pasadena which includes Webb Textiles (Huntington Museum optional) and Stuarts' Formula Building.

**7:00 p.m.**
Cocktails and dinner at home of Albert Van Luit, Glendale. (Tahitian Luau).

**FRIDAY, MAY 20**

**10:00 a.m.-12:00 noon**
Meeting of National Officers, National Committees, and Chairmen, Member Relations and National Publicity. Grand Ballroom.

**2:00 p.m.**
Meeting of all persons participating in the Post-Conference Tour to the Orient. McGregor World Travel Service, in charge. Grand Ballroom, North.

**SATURDAY, MAY 21**

Time is growing short to make your reservations for the A.I.D. Post-Conference trip to the Orient. All details are being handled by McGregor World Travel Service, and application forms can be obtained by writing them at 171 East Post Road, White Plains, New York.

Participants will leave Los Angeles Saturday, May 21st, for Honolulu where they will spend three "recuperative" days on Waikiki Beach and touring homes after the hectic Conference program. In Tokyo, a full program of tours, receptions and dinners is planned, with visits to dealers' and craftsmen's shops, including the famous Takashimaya department store. Tours by motorcoach are also planned to Kamakura, Hakone National Park, Numazu and Kyoto.

Two days will be devoted to Kyoto for sightseeing and shopping, with visits to view the beautifully classic archi-

*Continued on page 213*

## Message from the Southern California Chapter President

**Dorothy Paul**
*President*

Hurry to Southern California—Los Angeles, that is—there is only a little space left on our sandy beaches, snow-capped mountains, painted deserts and verdant valleys. One out of five citizens in these United States wants to live, work and play in this fabulous California sunshine. We hope you will enjoy our country and hospitality as much as we are looking forward to being your host. We have planned a wonderful Conference for you—our trades being so very generous—parties, parties, the customary business of a Conference, forceful, inspiring speakers, our own first A.I.D. Decorators' Show. Then after we have shown our very best—a trip to Japan or around the world. This twenty-ninth Conference is for you. Be here to enjoy it!

DOROTHY PAUL, A.I.D.

## Southern California Chapter Officers and Board of Governors

**John Thiele**
*1st Vice Pres.*

**Zita Zech**
*2nd Vice Pres.*

**William Schneider**
*3rd Vice Pres.*

**Beulah Spiers**
*4th Vice Pres.*

**Lulu Ross**
*Secretary*

**Harvey Ackerman**
*Treasurer*

**Dorothy Peterson**
*Chairman*

**Mervyn Barnett**

**Paul Bennett**

**Robert Berthelf**

**Anne Blomquist**

**Joseph Cannell**

**Arthur Elred**

**Roberta Griffin**

**Clarence Kerkowski**

**Frances Moore**

## Chapter Presidents

**Edna Green**
*Arizona*

**Reginald Styers**
*Carolinas*

**Robert Niepold**
*District of Columbia*

**Morris Hancock Tindall**
*Eastern Pennsylvania*

**J. Haygood Lasseter**
*Florida*

**William E. Rudolph**
*Georgia District*

**Karl Steinhauser**
*Illinois*

**Lavonne B. Gable**
*Indiana*

**Larry M. Lewis**
*Louisiana District*

**Albert H. Cousins**
*Maryland*

**Harry B. Esling**
*Michigan*

**Clarence Deutsch**
*Minnesota*

**Thomas N. Putnam**
*Missouri-East*

**Gene Robert Morse**
*Missouri-Kansas-Oklahoma*

**John B. Peacock**
*Nebraska-Iowa*

**Herbert H. Coe**
*New England*

**Ruth L. Strauss**
*New York*

**Karl Rhode-Hamel**
*Northern California District*

**Joseph Friedel**
*Northern New York*

**Thomas F. Holzheimer**
*Ohio Northern*

**Frederick Bernard, Jr.**
*Ohio South-Kentucky*

**June Gaine Swett**
*Pacific Northwest*

**J. Marshall Morin**
*Rocky Mountain*

**Dorothy H. Paul**
*Southern California District*

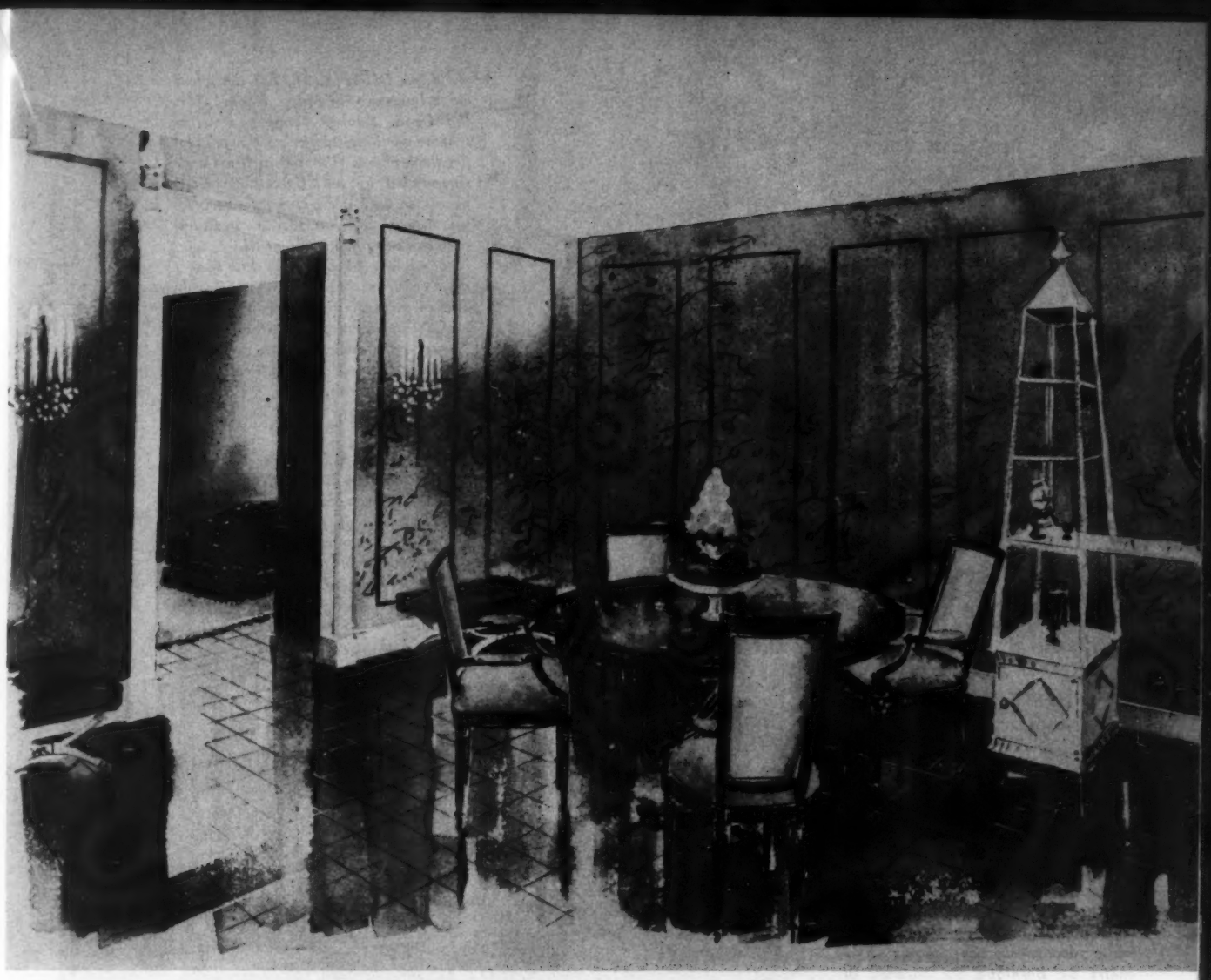
**John M. Connors**
*Tennessee*

**Roy F. Beal**
*Texas*

**Neal Thomas**
*Virginia*

**John B. Cochran**
*Western Pennsylvania*

**Marjorie Fiedler**
*Wisconsin*



*This handsome setting designed by Southern California Chapter President Dorothy Paul, A.I.D., and her associate Elsie Smith, A.I.D., was created for C. W. Stockwell using one of the firm's wallpaper designs in coral and beige outlined in a panel effect; flooring is moss green vinyl tile, and the dining chairs are in fabric to match the walls.*

# Los Angeles A.I.D. Show

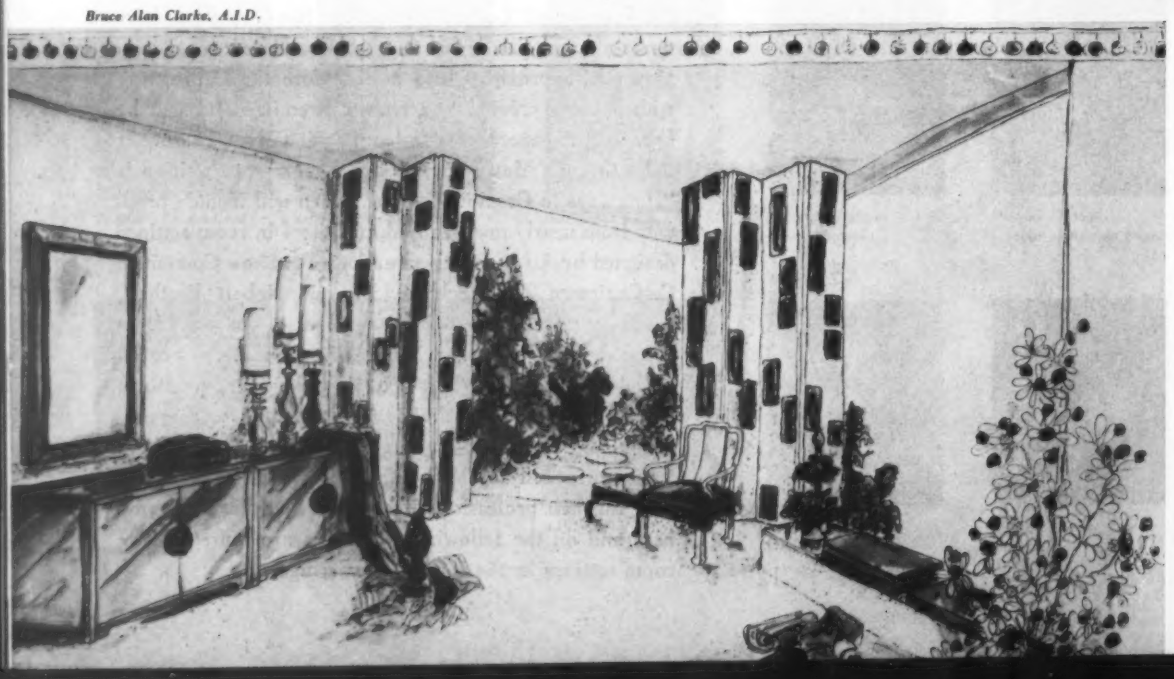
Highlight of the 29th Annual A.I.D. Conference will be the first annual Los Angeles A.I.D. Show sponsored by the Southern California District Chapter. It opens on May 6th, approximately a week before the Conference, with a press preview and charity premiere and will be open to the general public from 1:00 PM to 11:00 PM daily through May 18th. Theme of the vast exhibition is "Doorways to Gracious Living" which will include products from nearly one hundred exhibitors in room settings designed by A.I.D. members nationwide. Show Committee Co-Chairmen Zita Zech, A.I.D., and Robert Bertholf, A.I.D., set forth the major objectives of the exhibit as being designed to "show the public the role the professional decorator plays in creating the most practical, livable and functional design for residential or commercial application. At the same time the public will have its eyes opened to the hundreds of products available only through professional decorating sources." Featured here and on the following two pages are representative room settings in the form of renderings.

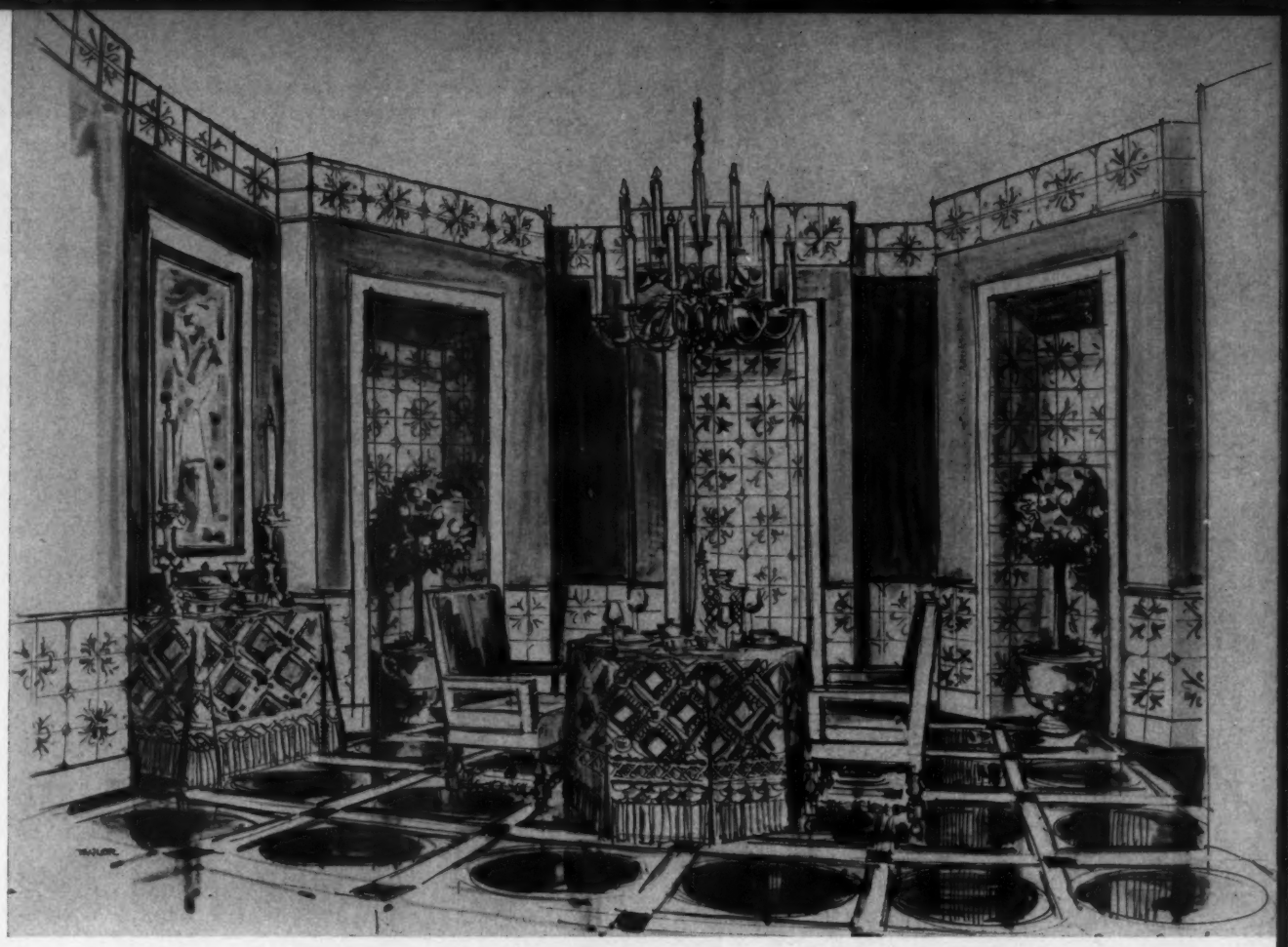
← *A. Allen Dizik, A.I.D., has designed an all-purpose "Family Room" for the U. S. Rubber Company; color scheme combines tangerine Naugahyde fireplace panels trimmed in brass and surrounded by back-lighted Tropicel panels in white, gold and tangerine; upholstery of Naugahyde includes pair of chairs in iridescent white, sofa in bamboo gold, bench in dull black, desk chair in tangerine; U. S. Royal-Tex carpeting is bamboo-gold; upholstered furniture and tables are by Monteverdi-Young; bookcase-desk by Master Cabinet Co., art objects from Franklin Galleries.*

← *George Erb, A.I.D., created this elegant room for Barker Brothers, Los Angeles: background combines C. W. Stockwell's red flocked wallpaper, Karastan red carpet, red satin draperies and white silk casements; sofa and chairs are also upholstered in red, the four chairs around the card table in white; accents of silver are used throughout.*

*C. A. Korkowski, A.I.D., of K-S Wilshire, Inc., calls his setting for Armstrong Cork Company "The Master's Penthouse"; featured in the exhibit is Armstrong's new "Parquet" pattern custom vinyl cork tile flooring, inlaid with solid white vinyl strips; the ceiling is Armstrong's "Travertone" white acoustical tile; Louis XVI chairs by Bernique are covered in orange and charcoal brown vinyl, Vicenza chest by Karges is walnut, custom sofa is covered in orange, and the gold leaf coffee table has charcoal brown vinyl inlay top; walls are wormy chestnut; lighting by Lightolier; sculpture by Leon Saulter.* →

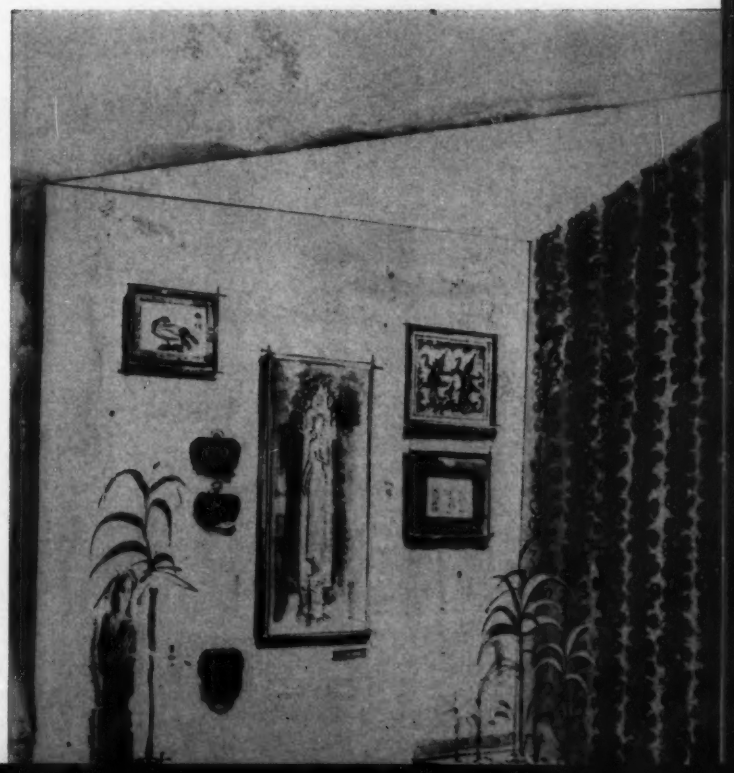
*Bruce Alan Clarke, A.I.D.*





↑ *Dramatic setting by Everett Brown Associates, A.I.D., for Amtico Vinyl and Rubber Flooring features a classic floor of Amtico "Stardust" in three colors defined by the firm's new travertine pattern; Amtico Delft tiles are used as cornice, dado and niches in combination with Felters Woolsuede; color scheme is moss green, blue and white.*

*Setting by Ruth L. Strauss, A.I.D. entirely for Karl Mann Associates features arrangement of select wall décor chosen from firm's extensive stock, including unique paintings, prints and wood carvings, with "Baroque Stripe" wallpaper in bold cerise, geranium and terra-cotta stripes; natural green plants growing in pebbles are effectively contrasted with art forms for a commendable and dramatic presentation.* →



← *In a setting designed by Winifred Van Buren, A.I.D., for Don Frazier, Inc., one wall, the floor and a bench are covered in white carpet by Dellinger, Inc., the screens in multicolored carpet; ceiling is painted pink and across the top runs a panel of multicolored fringe by West Coast Trimmings; in the right, foreground, is a plant made of sprayed magnolia leaves with centers of carpet pompons, set in a brass container from Jane Ellis; furniture is by Marie S. O'Donnell, the chest finished in amethyst lacquer, the Chinese chair upholstered in Patterson red-orange with Scalamandrè trim; bench pads are in Odenheimer & Baker amethyst and gold silk and Jofa lime green fabrics; Millie Hampshire lamps.*

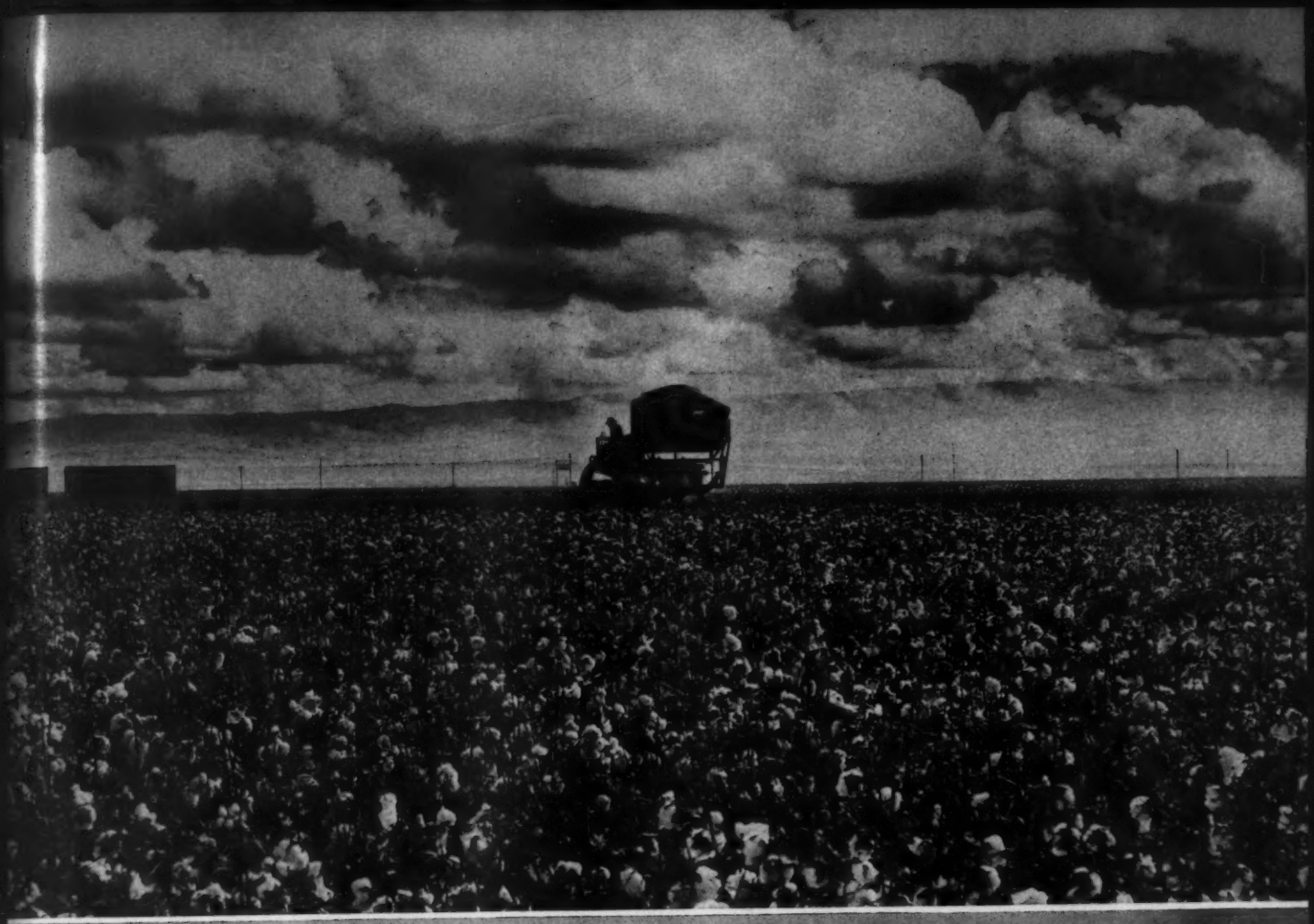
# CALIFORNIA

## As Seen by an Interior Designer Who Lives and Works There: Harry Hunter, A.I.D., of Cannell & Chaffin, Fresno

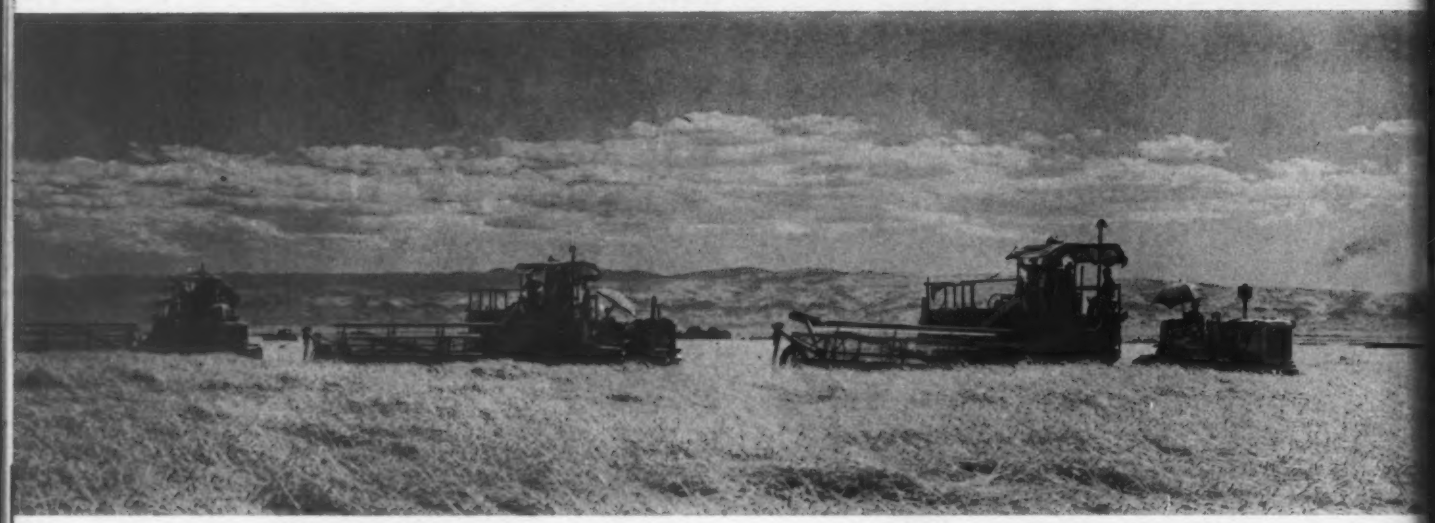
*Photographs by Laval*

*Water is the secret to California, and much of the very existence of the state is dependent upon the great water projects here. The photo above is of a reservoir in the high Sierras which is very important to Los Angeles.*

*Shown at left is a storage silo for one of ten ranches; at the top of the opposite page is a cotton picking machine in action beneath a typical California sky, and below this is the Pacific Ocean only a few miles away.*



*This man is typical of our clients. As soon as he gets off that horse, he shall be ready in a few minutes to take his family into San Francsico or Los Angeles on his plane—or to see a new show—or he may take a party on a country-wide tour to sell his cattle, get in some hunting and fishing, do some shopping and see a few sights. Below: grain and the harvesters.*



*A field of tomatoes which has just been planted: the caps are used to protect the young plants. On the opposite page is a peach orchard and a large ranch which specializes in peaches. The large buildings are those of employees.*

J. H. Maddocks

**Dorothy Paul, A.I.D., Los Angeles**

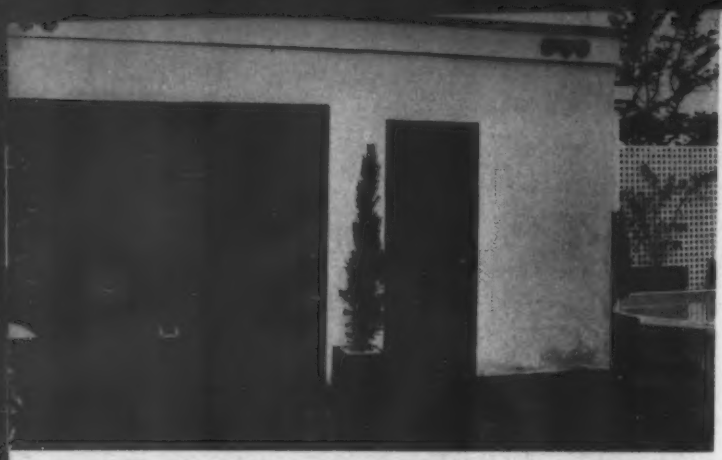
*The versatility of the Southern California Chapter president is well illustrated by the views of four interiors shown here and on the facing page. In the contemporary living room, left, walls and rug from Carl Marias Carpet Co. are chamois color, custom chairs are upholstered in white Naugahyde, and accent notes of cerulean blue appear in Hudson-Rissman tile plaque and accessories; adjustable shelves from Selig, pole lamp by Stiffel, ottoman from Directional. The lanai, below, is an area common to California living, features a colorful wall treatment of Van Luit shiki silk in a collage of color ranging from orange through yellow-beige with a highlight of kelly green; flooring is Flexachrome white tile with chartreuse inserts installed by Carl Marias; Formica and mosaic tile table from Hudson-Rissman; other pieces from Herman Schlorman including Romweber tables; pair of old gates and a brass brazier provide unusual accents.*

George R. Szanik

George de Gennar

George R. Sanik

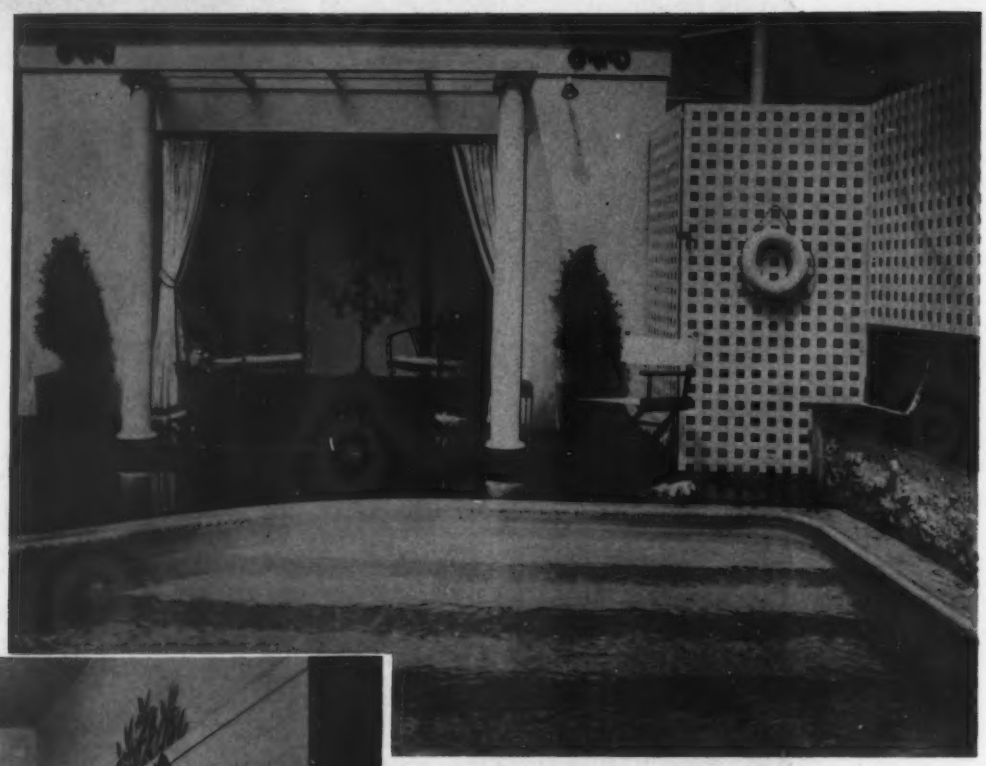
*Oriental overtones highlight this contemporary library with black, white and citrus color scheme; walls are covered in Van Luit grasscloth, upholstered pieces were custom designed by Dorothy Paul Interiors and other furniture includes Mount Airy game table, Grand Ledge chairs, Doris Dessauer coffee table and floor lamp; shoji shutters by Devereaux, fabrics by Odenheimer & Baker. Focal point of the sophisticated drawing room, left, is a fireplace topped by antiqued mirror treatment reflecting the glow of a brass candle sconce from Grow & Cuttle; custom sofa is upholstered in Odenheimer & Baker chartreuse fabric, other pieces in Jack Valentine navy and white print; Hudson-Rissman coffee table.*



**Alden Thomson, A.I.D., Los Angeles**

*The interiors shown on this page illustrate how an old garage has been remodeled so that part of it forms an attractive pavilion facing pool.*

*Harold Davis*



*View above shows swimming pool enclosed on one side with white painted treillage as background for a banquette; director's chairs are black with white canvas, and the curtains behind white columns are white canvas with black stripes painted on them.*

*Interior of pavilion has white brick walls as background for Metalcraft iron chairs and old café table covered with checkered cloth; lemon tree in foreground is from Mottahedeh.*

Paul E. Hansen

**Edith M. Obrecht, A.I.D.**
**Barker Brothers, Van Nuys**

*Dramatic view above is looking into the living room of a contemporary residence in Encino: walls are covered in grasscloth blending with textured light beige draperies of Pindler & Pindler fabric, background for tufted sofa by Marge Carson, covered in Boris Kroll beige texture; large-scale upholstered chairs are covered in Boris Kroll fabrics in greens and turquoise; carpet is light beige Acrilan, and marble top tables are by Crown City. View at left shows how wood frame screen panels divide kitchen and dining area; leather bar stools are upholstered in light turquoise leather, harvest table is by Tomlinson, and stack pillows by Marge Carson are in Pindler & Pindler rust, light green, turquoise and brown; Hainsley & Co. shutters.*

George R. Swaffi

**Bruce Plummer, A.I.D.**
**Connell & Chaffin, Los Angeles**

*An open, spacious feeling is achieved in this contemporary living room with pierced stone screens by Salvatore Pietro as a background for sofas covered in Lussky, White & Coolidge sand colored velvet, accented by ceramic sculpture by Noel Carawan through Agnes Fraser; Indian wool carpeting and casement curtains from Scalamandrè are off-white; desk and chair are from Baker, the chair seat covered in Kroll orange nylon; Martin Brattrude chair in foreground is in Kroll oyster white texture; Indian tables and lamps from Ferrante's.*

*Early American and contemporary styling are blended in the dining room with a Moroccan rug in gold, olive, brown and white, Widdicomb octagonal table in antique white and Grand Ledge ladderback chairs in olive green; table lighting is by Wendel.*

Maynard L. Parker

**C. A. Korkowski, A.I.D.**
**Gene Adcock, A.I.D. Affiliate**
**K-S Wilshire, Inc., Beverly Hills**

*Focal point of contemporary living room remodeled from Colonial parlor is travertine fireplace set between flanking louvered panels; all furniture is custom-designed, and monochromatic beige and brown color scheme has brass and gold accents; lamps by Von-Mel and Wilshire House.*

George R. Szanik

**Marbry Edwards, A.I.D., Los Angeles**

*A classic mural wallpaper from Albert Van Luit adds depth to a reception hall, the design in taupe-brown and charcoal on off-white and silver crackle background; flooring is 27" blocks of Robbins vinyl tile in off-white and taupe, highlighted by three brass star inserts in the center; Kent of Grand Rapids console. Same colors are continued in the living room with Wunda Weve cotton tweed carpet, grasscloth wall covering, custom sofas executed by Hosfeld and upholstered in off-white; pillows, paintings by Charlotte Sherman and lamp bases provide accent colors of aquamarine, Persian blue and mauve; Kent of Grand Rapids coffee table has an off-white marble top.*

Clair C. Wood

**Elva T. Hodgin, A.I.D.**
**The Tucker Shops, Inc., Santa Barbara**

*Native materials, contemporary architecture and traditional furnishings are pleasingly combined in this house designed by architect Chester Carjola; the house faces the mountains on one side, the ocean on the other; walls and ceiling in the living room and dining area are of California redwood, sanded and waxed to bring out its warm brown tones, Mohawk carpeting in both rooms is off-white textured wool, and curtains are E. C. Carter linen casement trimmed with Scalamandrè fringe; sofa, pair of custom chairs and ottomans are covered in Greeff chintz of brown and pale green, the pull-up chair in Jofa beige silk damask; Borghese table lamp, Palmer Hargrave floor lamp; antique Normandy dining table is in fruitwood, the Windsor chairs in yew wood; all custom pieces made by The Tucker Shops.*

Harold Davis

**Roberta Griffin, A.I.D., Walteria**

*Guest room of a Palos Verdes Estates house has C. W. Stockwell wallpaper in rose tones which are repeated in Adamo carpeting and contrasted with turquoise and beige bedspread fabric and fuchsia seat cushions on pair of Grand Ledge chairs in dark teak; Caro & Upright drapery fabric.*

Harold Davis

**Lulu Ross, A.I.D., Los Angeles**

*Wall picture grouping creates interest in this dining area of a living room; table by Max Burton combines white Formica with bleached walnut legs and trim, antique chairs have ocelot seat covering, buffet is painted Bristol blue; lamp and fruit container by Teresa McLaughlin. Den combines old and new with an Oriental rug in coral, aquamarine and white on navy blue, sofa in Clark & Burchfield white vinyl plastic, French chair in aquamarine leather; shutters are by Ray Lenhart.*

*Maynard L. Parker*

**Tom Douglas, A.I.D., Hollywood**

*The attractive interiors shown here and on the facing page were formerly the stables on the famous Doheny Estate in Beverly Hills; when the property was bought by actress Eartha Kitt, it was with the intention of tearing the stables down and building a house. She was persuaded by interior designer Tom Douglas —who also is Miss Kitt's producer and personal friend—that the building had unique decorative possibilities, and the results proved him to be right. Living room is paneled with wood from original building, stained Celadon green, with curtains and Angelus carpet dyed to match; all upholstery is pale citron with pillows and benches in faded pumpkin; all furniture frames are painted Celadon green with ivory trim, lamps are antique gold leafed, the table tops and fireplace are yellow and white marble; elaborate stereo equipment and TV are installed beneath book shelves; upholstered furniture custom made by Crest; pair of small pedestal tables, Kneedler-Fauchere; lamps by Bruce; other furniture custom made by Louis Sherman.*

*Bar area was created from one stall, the view at left as seen from the dining room; custom bar cabinet, lined with mirror, replaces a harness rack, hanging lantern was originally there; accessories throughout are from Jane Ellis, Richard Lawson, Jay Clark and Breckenridge & Taylor; Acme hardware.*

*Dining room is paneled in wood from original building, finished in a driftwood tone; brick and other areas are painted pale aquamarine; feed bins have been joined to form series of cabinets for housing linens and china, and original stall doors can be left open so no curtains are used; dining table is painted topaz, the carved bamboo design chairs in antique ivory with seats of turquoise, ivory and jade green striped satin. View at left is looking into the lanai and dining room from the bar; portrait is of Miss Kitt.*

Kent Oppenheimer

**Don Aberle, A.I.D., Big Bear Lake**

*Setting shown here was designed by Mr. Aberle for the Decorator's Show held recently in California, suggesting a bachelor apartment for an industrial designer: furnishings include Dux chairs, Van-Keppel Green low table, Scan, Inc. firehood, Robbins vinyl floor against a background of draperies by Jaylis Blinds Co.; sculpture is by Jack Zajack.*

Virginia McIntire

**Anne Blomquist, A.I.D., Los Angeles**

*Lobby of General Controls Company's Electronics Building in Burbank contrasts sand colored sofa wall and ceiling with turquoise end walls and extensive window area curtained with flameproofed bamboo draperies by The Valley Hand Loom in golden sand with bands of turquoise, deep beige and scarlet; seven-foot custom sofa is upholstered in beige Naugahyde, tables and chairs are by Monteverdi-Young, the upholstery of turquoise Textolite.*

**Ed Fernald, A.I.D.**
**Ted von Hemert, Inc., Laguna Beach**

*Seating area in this living room is centered around an Arizona stone fireplace with surrounding wall sheathed in ash wood rubbed with a green glaze; two-piece sectional sofa from National Upholstering is covered in a turquoise, green and off-white print, Philadelphia carpet is in two tones of turquoise and hunter green, and Cohama casement curtains are off-white; Cal-Marble cocktail tables have green veined marble tops.*

**Ida Lambert, A.I.D.**
**W & J Sloane, Beverly Hills**

*Walnut paneled walls and Dodge cork flooring provide a practical and attractive background for this family room with adjoining dining area; dining table with white plastic top is a custom design executed by Continental Metals, chairs by Baker are upholstered in cantaloupe Masland Duran vinyl, one wall of translucent plastic echoes colors of room, painted wall is off-white; in family room, custom designed sectional sofa is also upholstered in cantaloupe Masland Duran vinyl, wood is walnut and the casement curtains are off-white. Harold Lambert was architectural designer.*

*Harold Davis*

Richard Fish

**A. Allen Dizik, A.I.D., Los Angeles**

*Recreation room suggestive of French sidewalk café has red, white and black terrazzo floor with brass divider strips and red and white awning (red and white strips sewn together) matching upholstery of pair of sofas; lamp posts, tables and chairs of wrought iron, the latter painted white and fitted with red cushions; not shown are stereo sound unit, desk and soda fountain, and lounge chairs in red and white geranium print repeating flowering plants behind sofas.*

David Kover

**Jane Lynch Geraghty, A.I.D., Los Angeles**

*Bachelor bedroom, with window wall (not shown) overlooking ocean and Beverly Hills, is draped in Scalamandrè chamois-and-white silk stripe, background for matching tones of bedspread and upholstery; all furniture is custom-made, with chevet cabinets, in gold leaf and with grille doors, supporting alabaster lamps from Italy, the shades made by Elliott Lindley; hand-loomed yellow and white carpet imported from Hong Kong.*

George R. Szmik

**Ruth Brand, A.I.D., Los Angeles**

*Walls sheathed in walnut (not shown) set theme for Webb handwoven wood draperies in beige, tangerine and bronze, accenting hand-loomed matching fabric on pair lounge chairs; sofa has beige textured fabric; all furniture specially designed.*

*George de Gennaro*

**Elsie A. Smith, A.I.D.**
**Dorothy Paul Interiors, Los Angeles**

*Bedroom-sitting room of woman author has Pageant gold and white wallpaper from Kneedler-Fauchere, and Marias citron carpet, background for custom-design furniture with upholstered items in fabrics by Howard & Schaeffer and Peter Schneider, and Costa Mesa desk with cane panel; Devereux decorative shutters have vertical louvers, afford view of Pacific Ocean; Stiffel lacquered pole lamp.*

*Richard Fish*

*Dining area in "Old World" kitchen features Richard Lawson butcher table with marble top and accompanying custom-made chairs with natural rush bottom seats; beige and white tile floor is contrasted with woodwork painted pink and left under heavy white dry brushing; Louis Bowen wallpaper has pink and orange design on white ground; floor is Congoleum-Nairn vinyl; Western Holly island range, General Electric refrigerator, Kitchen Aid dishwasher.*

George R. Swank

**Delena Constantine, A.I.D., Los Angeles**

*President's office, Shopping Bag Food Stores, El Monte, is in muted tones of clay and off-white as seen in grasscloth walls, custom carpet by Cale and casement curtains; for contrast, acid green Gilford leather and Boris Kroll textured fabrics are used for upholstery on Monteverdi-Young furniture; dado and wood finishes are walnut.*

Mils Hyman

**Arthur D. Lampe, A.I.D., Los Angeles**

*The two views shown here are from a Pasadena residence; glass-enclosed garden gives an outdoors feeling, can be viewed from the entry, living room and bedroom: textured marble wall is celadon, pink and beige which forms basis of living room color scheme: overscaled curved sofa and chairs in Jofa fabrics, sofa in foreground in Schumacher cafe au lait fabric; sculptured carpet is soft pink; all furniture was custom made except Baker end tables holding antique lamps. In the master bedroom, beige, coral and blue wallpaper by C. W. Stockwell sets the color scheme: end wall is painted cafe au lait, chenille carpet is soft pink.*

**Beulah Spiers, A.I.D., Los Angeles**

*Spacious quality of apartment hall is enhanced by black and white polished Amtico tile floor in checkerboard pattern and placement of bench and accessories between doors opposite dining room. It will be noted that the element of spaciousness established by the architecture was required above all else in the decorative scheme, and the interior designer has maintained this desirable quality throughout in the various rooms with commendable success.*

*In dining room, East and West are blended with shoji screen at window, cabinet holding owner's collection of choice porcelains, and other furniture including Regency mahogany pedestal table and accompanying chairs. The practice of blending furniture and accessories of different, but similar, types of design results in an ensemble of greater decorative interest and vitality in its styling.*

Paul E. Hansen

*Beamed cove ceiling is feature of apartment living room with décor established by handsome Chinese screen in tones of blue, green and white, the colors reiterated in V'Soske off-white carpet, Webb Textiles matching handwoven draperies and roll-up shades interwoven with Lurex metallic gold thread, and custom-made furniture throughout apartment by Monteverdi-Young.*

*Folsom*

**Ted von Hemert, A.I.D., Laguna Beach**

*An air of spaciousness characterizes this living room with adjoining dining area separated by sliding screens, the two areas unified by wall-to-wall off-white and beige carpeting by Toyo Rug Company; walls are off-white, casement curtains by Wm. Whitaker & Sons are off-white and beige, custom sofa by Bon Wood is covered in a Cohama turquoise, green, brown and beige print, pair of chairs by National Upholstering in Caro & Upright brown and turquoise damask; dining room furniture by Baker, lamps from Abels-Wasserberg.*

Jay Thompson

**Robert Esterson, A.I.D.**
**Barker Bros., Los Angeles**

*Two leading influences on California design are depicted in the work shown here: the outdoors and the Far East; semi-enclosed patio, above, features a suspended fireplace in pewter inspired by a Japanese pleated lantern and custom executed by Scandinavian Art Metal Works; furniture by Bradston Rattan Products is covered in white Naugahyde, flooring is gray tile from Western States Stone Co., and exterior construction is of redwood stained dark teak. Focal point of lanai dining area is an Indian umbrella from Teresa McLaughlin in red, yellow and black on white; flooring is glass mosaic tile in white and pale teal blue from Fred Dean, wrought iron furniture by Green Metal Works is finished in saffron yellow and pink with black Naugahyde upholstery.*

*Maynard L. Parker*

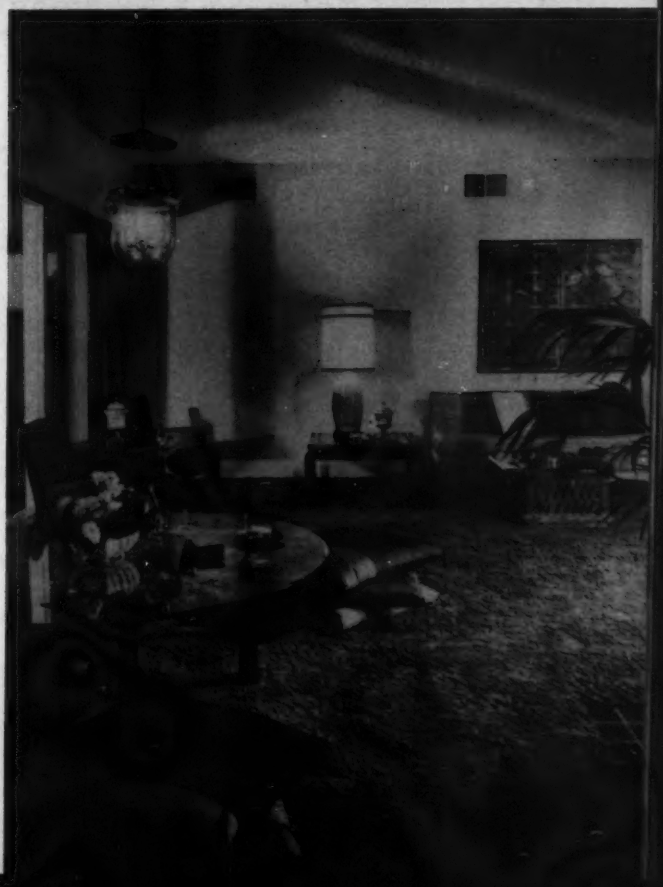
**John S. Mason, A.I.D., South Laguna**

*California redwood walls, a copper-hooded fireplace and putty-tan carpet recessed in stone surround of floor, provide a warm and pleasing background for this living room; curtains and fabric on sofa are yellow-green texture, chair to the right of the fireplace is in putty, the other two chairs in copper tone; coffee table with tortoise shell top and walnut bookcase are custom designs made by Milbeck, upholstered furniture was made by Lantrip and Harlan.*

Charles Schneider

**Gerald Jerome, A.I.D., San Diego**

*A magnificent view of the San Diego bay area can be seen from the windows of this Point Loma living room; Berven wool carpet is in two tones of olive green, Calvin casement curtains are sage green linen, Boris Kroll upholstery fabrics are olive green and electric blue on the Baker chairs, citron and olive on the custom sofa; colors are repeated on Dean Trimble zabatons; hanging Indian light fixture from J. Lowell Groves.*



**Kathryn Crawford, A.I.D., Los Angeles**

*Executive office of Ralph M. Parsons Company, an engineering and construction firm in Los Angeles, features antiques and reproductions against a contemporary background: V'Soske carpet in putty color, walls covered in John Roller "Tula" cloth of straw and putty tones, Scalamandrè casement curtains of putty and gold Lurex; furniture by Baker, Swanson and Peterson, and Fine Arts includes sofa and two chairs in deep gold, other chairs in straw colored leather. Same color scheme is continued in conference room with walls of grayed mahogany; custom chairs were executed by Swanson and Peterson, upholstered in straw leather.*

*Maynard L. Parker*

**Pauline Banks Gauthier, A.I.D., Beverly Hills**

*A blend of old and new is skillfully handled in this Beverly Hills living room with a six-panel Oriental screen in soft shades of blue and green used as the background for an angled 16-foot sofa covered in a textured fabric of aquamarine, beige and white; walls are painted straw color, carpet is gold, and the chairs by the fireplace are in copper tone; lamp bases and accessories are antiques; cabinet to the left of the fireplace houses television which is on a swivel and can be viewed from the adjoining family room.*

*Walls in the entrance foyer are covered in aquamarine silk, and a teak-finished partition separates this area from the living room; wall fixture was converted from an old Italian sconce, with the original gold leaf over red lacquer finish restored.*

*Virginia McIntire*

**Bruce L. Danielson, A.I.D., Redlands**

*Color scheme of the living room in a Yucaipa Valley house reflects the surrounding landscape of orchards, mountains and sky: V'Soske carpet in avocado green, D. N. and E. Walter natural linen curtains, lounge chairs in bright turquoise, Dependable sofa in Pindler and Pindler turquoise, avocado and beige texture; round game table from Allen Keith is used with Vanderweel chairs covered in tangerine-red Doe-Vin Naugahyde, and this color is repeated as trim on a walnut column lamp by Larry Austin; floor cushions by Throw Pillows are in avocado, turquoise and beige Naugahyde; Mil-Mode lamp tables, Cal-Marble coffee table, Mobilite hanging fixture, Mark Acheson mosaic marble ashtrays.*

John Hartley

**Zita Zech, A.I.D., Los Angeles**

*Entrance lobby of Shore-Calnevar, Inc., a factory at Paramount, Calif., features new Multalum furniture in anodized aluminum by Kasparian, the seating pieces upholstered in Pacific Hide & Leather cinnabar leather in combination with D. N. & E. Walter nylon stripe; walls are natural walnut, flooring is Robbins beige vinyl tile with orange and brown inserts, the seating group defined by Bigelow rug in beige and brown texture; lamp by du Pont-Lohman, ceramic mural executed by Raul Angulo Coronel.*

Harold Davis

**Marius N. Perrin, A.I.D., Glendale**

*Two examples of Mr. Perrin's work are of an inviting living room of a California residence: seating arrangement in front of copper-hooded fireplace is designed for entertaining or viewing television with custom 12-foot sofa and pair of lounge chairs by Chazan's Custom Shop, the upholstery fabrics from Oken; coffee table is inlaid with brass and mosaics; Balinese figure from Ferantes; color scheme of room is beige, brown, blue and gold. Dining room from same house has built-in storage with mirror above to visually enlarge room; furniture is by Johnson, and color scheme combines beiges, blues and burnt orange.*

*Harold Davis*

*In dining room, walls and ceiling are painted shell-pink; wall with two small windows is visually enlarged by flanking mirror with custom shoji screens from Atlas Shutter, and lighting is provided by recessed floodlights in an indirect cove above the screens; Glenn of California extension dining table and chairs are from Carroll Sagar, the upholstery of Odenheimer and Baker azure blue; built-in sideboards have Formica tops, display Meissen plates.*

**Liane Zimbler, A.I.D., Los Angeles**

*In the remodeled living room of a Los Angeles residence, fireplace wall is covered with white Studio Brick from E. C. Bondy, two short walls have John Roller pink grasscloth; existing sofa and club chairs were recovered in Victoria off-white texture, cushions on the Brown Saltman table-bench combination are in Odenheimer and Baker blue texture, and the Allan Keith pull-up chairs from Richards in black and white; Era mosaic above sofa is from Evelyn Ackerman, provides colorful accent note; window wall is curtained in Forester white curtains with black and beige fringe.*

**Colavita, Bertholf & Associates, A.I.D.**
**Los Angeles**

*Room dividers from Von-Mel set in openings at entrance to residence reveal but conceal, afford stimulating glimpses of adjoining rooms, including living room and family room, where off-white carpet of hall is continued; console is custom-designed and finished in gold leaf, has travertine marble top.*

*Harold Davis*

*Living room is informal, with three walls paneled in light oak; focal area is fireplace with furniture arranged for conversation, the custom-made sofa in Stroheim & Romann raspberry fabric, the lounge chairs opposite in Boris Kroll raspberry, orange and purple fabric; brass lamps from Teresa McLaughlin.*

*Left, view of living room showing window wall opening onto covered porch and garden; desk chair has cushion covered in Boris Kroll purple fabric, carpet is off-white; console with travertine marble top, opposite fireplace, is by Monteverdi-Young.*

*Feature of family room is elevated hooded fireplace, set in stone wall, and sectional sofa in Stuart Scott beige texture fabric, opposite, with arrangement of paintings by Janet Hecker hung on wall above; walls of beige grasscloth from Albert Van Luit complement Acrilan carpet, in periwinkle blue, beige and brown, from Decorative Carpets; armchair and ottoman in Boris Kroll periwinkle blue fabric, brass table from Hudson-Rissman.*

**George F. Erb, A.I.D.**
**Barker Bros., Los Angeles**

*The two interiors shown here of Mr. Erb's work offer a dramatic contrast in style: the traditional dining room, above, is from a Beverly Hills residence, features C. W. Stockwell Chinoiserie wallpaper in garnet red with F. Schumacher curtains in the same color: furniture is from the Beacon Hill Collection, carpet by Karastan.*

*Dale Healy*

*Living-dining room from a contemporary house in Sherman Oaks is in tones of aquamarine, beige and brown; furniture is of custom design and includes a long angled sofa with Formica-top dining table behind; Bigelow carpet; Cohama curtains.*

Max Eckert

**Harold W. Grieve, F.A.I.D.**
**Los Angeles**

*A Spanish theme keynotes this dining room from a Pebble Beach, Calif., house with color and pattern interest derived from an Alpujarra rug from F. Schumacher; walls are white and Siamese silk curtains are natural; wrought iron panel with candles and white metal chandelier are appropriate accent notes. Living room is from a vacation house, features white walls and ceiling, Scalamandrè natural linen curtains with a chalk white print, moss green accent color; accessories are antique French and English pewter.*

George R. Szanik

**Adele Faulkner, A.I.D., Los Angeles**

*African wall plaque over large sectional sofa in living room and Kneedler-Fauchere Oriental scenic panels with Directional furniture in dining area blend harmoniously, are separated by Carlton sliding shoji panels; furniture specially designed.*

*Colorful hand-painted canopy, inspired by East Indian parade umbrella, encircles gaming group in living room of apartment in which gold carpet and matching curtains are contrasted with orange chaise longue; Herman Miller furniture complements Renaissance white vinyl tile with brass inserts forming uncovered area of floor.*

*George R. Suzuki*

**Bert England, A.I.D.**
**Connell & Chaffin, Los Angeles**

***Feature of tea pavilion in Japanese style is pleasing relationship of interior with planting of garden and pond, the effect heightened by sectional bamboo panels, straw mats and furniture low to the floor; wallpaper from Albert Van Luit, fabrics by Boris Kroll, all furniture custom-designed.***

George R. Smith

**Charles Pollock, A.I.D., Los Angeles**

*The charm of this bedroom lies in its utter simplicity and interesting use of materials: the headboard was made from part of an Old French iron balustrade, the nightstands created by using two old bronze legs; bedspread and drapery fabric are of Lee Behrens fabric.*

Harold Davis

**Mark Nelson, A.I.D., Los Angeles**

*Small dining area gains in its feeling of intimacy by absence of lighting fixtures, the only light in the room derived from candelabrum and wall sconces; dining chairs are finished in antique red with Gilford white vinyl plastic upholstery, the table is finished in antique pink; flooring is Robbins black and white marbleized vinyl tile.*

*Maynard Parker*

**Harry La Chance, A.I.D., Encino**

*Furnishings in this living room and dining area are scaled to the contemporary architecture, the feeling of spaciousness enhanced by natural off-white color scheme; fireplace grouping includes pair of custom sofas upholstered in Scalamandrè off-white and natural linen, coffee table with red lacquer top, off-white legs and apron; walls, carpet from Rosecrans Textiles and Calvin drapery fabric are also off-white; lamp and small pedestal table are from Hudson-Rissman; large chest in foreground of living area has a red lacquer top, wall grouping of prints from Le Potpourri, chairs by Bernique. Interiors are from Clark Gable residence in Palm Springs, Calif.*

Virginia McIntire

**Manson J. Russell, A.I.D.**
**Whittier Office Equipment, Whittier**

*Two old store buildings were joined and remodeled for smart office equipment showroom incorporating Van Luit scenic wallpaper and Richardson divider in blue and turquoise plywood against beige walls, white ceiling and Walter beige cotton carpet; decorative figure from Silvestri, planter box by Murphy Miller; furniture includes Saber desk and metal chairs by Steelcase in executive "L" unit with Formica top. Sectional sofa, shown below, by Wincraft, in Trend of Times white fabric; desk and table from Stow-Davis; white sliding screens by House of Fine Arts, carpet by Firth; pole lamp from Lightolier.*

*Virginia McIntire*

**Muriel Hagen, A.I.D., Encino**

*For small house with living room which client desired modernized in a more contemporary manner without changing knotty pine sheathing of walls and used brick fireplace, Mohawk beige carpet and Odenheimer & Baker matching curtain fabric form background for Metropolitan sofas in beige fabric, Dux chairs and wedge table, pair Continental coffee tables and end tables by Glenn of California; lamps by Dupont-Lohman.*

*Maynard Parker*

**Margaret Leslie Fay, A.I.D.**
**Anne Leslie Interiors, Alhambra**

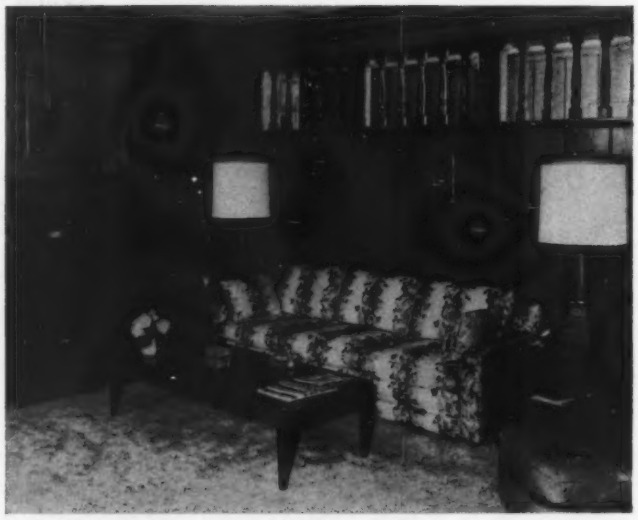
*Color scheme of living room was inspired by antique Chinese screen with burnished gold background, the gold repeated in walls, carpet, curtains and House of Verde satin on Richards sofa; fabrics for throw cushions include Scalamandrè emerald satin, Greeff persimmon velvet, and Brunschwig & Fils leopard fabric; Jacques Bodart tables.*

*Virginia McIntire*

**H. J. Perry, jr., A.ID, Whittier**

*Symphony of pastel green and overtones of aquamarine and coral characterizes apartment that blends Karastan carpet, walls, draperies of Harris fabric, and upholstery on Grand Ledge bérgère; custom furniture includes oyster sofa and pair Allan Keith coral tub chairs facing fireplace; Henredon tables; Indian brass lamp from Marbro; framed aquatone from James Papalia.*

*Max Eckert*



**Mary Ayer Schwyzer, A.I.D., Pasadena**

*Corner view of living room shows paneled area with hi-fi speaker built in by fireplace; other walls are painted aquamarine matching the carpet, S. Harris sofa fabric quilted by Sculptured Fabrics is in gold, blues and bronze-greens on aquamarine; Barbara Lysle lamps, Herman Schlorman end tables, custom coffee table by Spencer & Co.*

*Virginia McIntire*

**Adalia Mather, A.I.D., Glendale**

*Overall color scheme of apartment living room incorporates varying soft shades of beige and gold, with green-blue, brass and copper accents; fabrics from Boris Kroll, furniture by Baker, Debu, and Mastercraft; carpet by Hirsch, screen by Russell Reinforced Plastic Corp., lamps, Wilshire House.*

*Virginia McIntire*

**Donald Reichert, A.I.D., West Covina**

*Color scheme of family room incorporates sand walls, walnut sheathing, Tropicraft beige woven wood blinds; floor is cork tile in random pattern; major furniture items include Thayer Coggin sofa in black Naugahyde matching seats of Edgaard dining group; Shaver Howard bar stools; John Stuart chair, with cane back, and nesting tables; triple lighting fixture, black, gold and terra-cotta, by Nordic Imports; Raymor table lamp, Lightolier lighting fixture over table.*

George R. Sumih

**Jerry Alsobrook, A.I.D.**
**Cannell & Chaffin, Los Angeles**

*Dining room of a residence at Trousdale Estates, Beverly Hills, has silver-beige mahogany paneled walls, black and white terrazzo floor; doors of cantilevered wall cabinet match the walls, table was custom designed by Cannell & Chaffin, and Baker ebony dining chairs are upholstered in Scalamandrè orange-red antique cotton velvet; a sliding divider by Paul Heinley Movable Shutters separates this area from the living room, and the two rooms are unified by a continuation of the same color scheme; furniture groupings, including S. J. Campbell cocktail chairs covered in Schumacher orange-red nylon, are defined by white wool area rugs; large lounge chair was designed by Bert England, A.I.D., for Johnson Furniture, is covered in Scalamandrè fabric; casement curtains of handwoven Maria Kipp fabric are white.*

*Maynard L. Parker*

**Marion Paul, A.I.D., Los Angeles**

***The two views shown here are of a Cheviot Hills living room designed with a beige, copper, pumpkin and black color scheme; fireplace of palos verdes stone dominates one end of the room, other walls are sheathed in wormy chestnut; circular coffee table with fitted curved stools is hand-hewn in deep cherry distressed finish by Harvey Moore, sofa is covered in Caro & Upright oatmeal linen with a leaf design stitched in black; pumpkin accents appear in plaid on the bench and pumpkin leather on the bar chairs.***

**Elizabeth Denton Interiors, A.I.D., Berkeley**

*Magnificent view of San Francisco Bay at one end and view of hillside courtyard garden at other were major considerations in design of living room, embodying ideal in San Francisco urban living, where keyed-down colors and simplicity of line are contrasted against the dynamic panorama; beige wool carpet is dyed to match travertine facing of fireplace; adjacent cabinetwork in natural walnut, housing bookshelves and stereophonic equipment, matches pair chairs upholstered in brown linen in front; aquamarine color appears on sofa and love seat; Rugcrofts carpet from International Floorcoverings; casement curtain fabric from Utrecht Linens.*

*Martin D. White*

Moulin Studios

**Jeannette Kapstein, A.I.D., San Francisco**

*For apartment commanding sweeping view of San Francisco and East Bay, Venetian antiques and a yellow-and-white color scheme contribute verve and decorative interest; paintings are gouaches showing colorful scenes of Venice, mirrored chimneybreast is architectural feature.*

*Admirable quality of spaciousness in apartment is maintained with proper scaling of furniture, with no overcrowding permitted; chairs and settee are in Fortuny yellow and white fabric, the sofa in Valentine quilted white silk; carpet from V'Soske is white, matching Calvin linen curtains.*

*Dining area, part of spacious L-shape plan, gains added decorative interest with antique corner cabinet, fitted with mirrored door, pedestal—one of pair—holding classic urns filled with lemon leaves; for practicality and convenience, desk and chair in right foreground are placed behind settee.*

Virginia McIntire

**Frank D. Stout, A.I.D., Palo Alto**

*The interiors shown here and on the facing page were designed by Mr. Stout for the Lumbermens Mutual Casualty Company in Los Angeles. In employees' lounge, "Roman Trees and Hedges" by Pippin Papers provides a pleasing background for Herman Miller sectional seating units covered in red and white check, the groupings defined by Mahsoud area rugs of white bleached linen with cocoa and red tufts; chairs with natural leather cushions are by Mutual Woodworking Co., wall unit, Frederick J. Lunning.*

*Manager's office and director's room has melon-gold painted walls with sepia and black mural of "Emperor's Horses" from Louis W. Bowen as decorative focal point; handloomed rug by Mahsoud is white wool with black, brown and gold tufts; leather upholstery on Pacific Furniture chairs and sofas is aquamarine and tortoise shell; desk and director's table by Robert John are of oiled walnut.*

**Beatrice R. Culver, A.I.D., Anchorage, Alaska**

*Only A.I.D. member in Alaska combines Wallpapers coppery brown grasscloth for walls of own conference room; door to drafting room-office is hung with Decorative Imports brown and ivory bead curtain; panels of folding door and reception desk are covered with grasscloth matching wall; divans are slipcovered in Decorative Fabrics damask with Consolidated fringe; tables from Hekman, lamps from Chapman. Right, detail of hall shown in view at left, displays handcrafts by Alaskan artists, including mosaic wall plaque developed in natural stones, textiles, furniture and sculpture; lighting fixture from Kneedler-Fauchere, wall panel from Van Luit.*

Stone & Stewart

**Merede Leedy, A.I.D.**
**Delcena Bair, A.I.D., San Francisco**

*Breakfast room, transformed from unused butler's pantry, has yellow and white ribbon sewn to form awning breaking ceiling height and supplying window treatment; table top is black and white marbleized wood complementing vinyl floor, and chairs are painted burnt orange matching tassels on awning and chair cushions.*

**Delcena Bair, A.I.D., San Francisco**

*Little girl's room has built-in bookcase, storage chests and table-desk, with antique dressing table completing scheme established by Hexter candy-stripe wallpaper on ceiling and matching chintz for café curtains and upholstery; floor is white vinyl over which is laid a fringed circular cotton rug.*

**Graham W. S. Miller, A.I.D., San Francisco**

*The rich beauty contributed by waxed dark wood surfaces in furniture, paneling and floor is evident at once in a charming living room designed in the provincial French manner, notable for scale of furnishings in relationship to room proportions and restraint in development of background; wing chair repeats Jofa moss green hand-blocked linen on pair Logvy short sofas, complementing pale green walls and matching casement curtains, Caro & Upright green velvet on pair small bérgères, and waxed brown oak paneling and floor; occasional tables from Richard Lawson; Brunschwig & Fils dove gray silk with multicolored stripes on bench at Louis XV writing table; pair chairs painted white and gold, in Hexter white silk; antique accessories.*

**Frank Howe DeWitt, A.I.D., Oakland**

*Contemporary residence is given attractive "light" decorative treatment with gray, green, lacquer red and bleached oak color scheme incorporating Magee gray carpet, distributed by Walter & Co., and Johnson Furniture from Knapp & Tubbs, who also supplied Widdicomb Co. dining room furniture; custom-built sofa and tables; Chinese screen from Regency House; fabrics, Stroheim & Romann.*

**Everett Brown, A.I.D., San Francisco**

*The dramatic room settings pictured here and on the facing page are from the Directional Showrooms in Chicago, which were recently redesigned by Everett Brown as backgrounds for the firm's new "Collection for '60" furniture by Kipp Stewart. A Persian theme keynotes the décor, in colorful contrast to the simplicity of the contemporary lines of the new furniture. The bedroom setting, left, features a multicolored "Piri" parasol from Luten-Clarey-Stern echoing the colors of the striped Dellinger rug from Don Frazier; grouping includes a headboard with carved rosewood posts, man's chest with 12 trays behind paneled doors, and cabinet in oiled walnut with inlays of macassar ebony and rosewood.*

*An antique Oriental rug defines the dining room grouping shown against a background of Kneedler-Fauchere nasturtium silk wall covering, the color repeated on the chairs.*

*Colorful wall is created with panels of pierced Lackawanna leather in brilliant colors as background for a living room setting; hexagonal coffee table of walnut with rosewood inlay is 54" in diameter, lounge chair and ottoman are covered in Felters mustard-gold Woolsuede; striped Dellinger rug is from Don Frazier, colored glass balls from Robert E. Sylva are suspended as a divider between living and dining areas.*

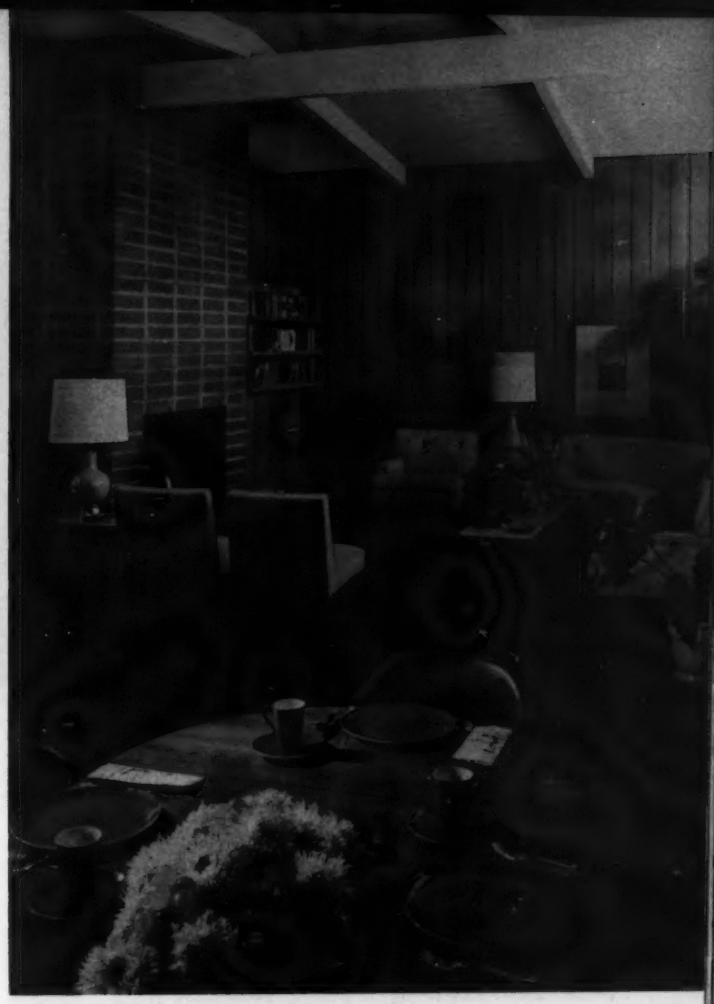
*Chairs, covered in Lackawanna olive green "Lovelether" are grouped with marble-top game table from Directional's new "Collection for '60"; wallpaper mural from Kneedler-Fauchere is in olive and green tones, ceiling and other wall are paneled in walnut; and antique Oriental lighting globe, studded with stones, is an appropriate decorative touch.*

**Harry Hunter, A.I.D.**
**Connell & Chaffin, Inc., Fresno**

*View of entrance hall, looking toward dining room, shows lavabo hung over console accommodating quartet of Napoleon's generals in porcelain; walls, ceiling and carpet are matching wine color, dining room walls are white with white and gold table accommodating ebony chairs with cane backs and mandarin blue cushions.*

Stone & Steccati

*Living room (above) and gallery (at left) have pale blue walls contrasted with wine carpet throughout house; custom-designed furniture has upholstery fabrics in shades of pale blue and spring green; accessories are white and gold. Plastic panel in gallery, by Emil Norman, is decorated with grape leaves, separates gallery from living room.*



**Jean Thompson Mattei, A.I.D.**
**Cannell & Chaffin, Inc., Fresno**

*Interior redwood walls and concrete floor continue slate gray walls of exterior and overhang, with barley trim, the Cal-Craft woven wood blinds painted to match; fireplace is natural adobe, and all upholstered furniture is covered in natural linen, contrasted with tangerine carpet and turquoise accessories. Breakfast snack bar, below at right, has white vinyl floor and matching Formica table surfaces.*

*Stone & Steccati*

Pirkle Jones

**Virginia Lewis, A.I.D., San Francisco**

*In this house built around the trees and rock formations of a hill overlooking Santa Rosa, a sun deck surrounds the living room and master bedroom with double hung draperies of E. C. Carter fishnet at the windows; furniture on the deck is by Woodard; corner view of the master bedroom shows a chaise longue covered in Jack Valentine fabric, chair in Erbun velvet, Nettle Creek pillow; carpet is from D. N. & E. Walter; Lightolier lamp. Architect was Germano Milono, A.I.A.*

**John Bollman Franger, A.I.D.**
**Berchan-Bollman Interiors, San Mateo**

*A Continental flavor keynotes this elegant bedroom with off-white walls and linen curtains of Henry Calvin Fabrics fringed in orange, mustard and white matching the Spanish rug by Clavos from Kneedler-Fauchere; flooring is Amtico "Cellini" in bronze, green and white, bedspread is cantaloupe colored velvet with charcoal banding; old painted Italian desk from Dotsenko.*

Stone & Steccati

**Elizabeth Banning, A.I.D., San Francisco**

*In executive office of Crocker Anglo National Bank, San Francisco, walls are sheathed in natural walnut, furniture was custom designed and finished in dark walnut, the chairs upholstered in tobacco leather and wheat colored silk; curtains are natural and brown, carpeting beige wool. View at left shows treatment of dividing secretarial area from passageway leading to executive offices: panels by Frieda Koblick create interesting pattern with stones embedded in plastic and inserted in walnut frames. Lobby, below, features curved walls of walnut with bronze strips, the materials repeated on custom desk; leather chairs are dark olive green, sofa and carpet are beige. Gig Hamilton was associate designer.*

Gene Christensen

**Ralph A. McKee, A.I.D.**
**Home Furniture Co., Reno, Nev.**

*Living room of contemporary house features black, white and gold color scheme, has dining area (not shown) to right of conversation group incorporating Heritage sofa, pair Berkey bérgères and commodes, the latter holding custom-designed lamps; pair Italian Directoire armchairs by DeGaal & Walker face sofa and trefoil marble-top cocktail table by Richard Wheelwright; all fabrics, Scalamandrè; carpet, Karastan.*

**H. P. Hughes, A.I.D., San Jose**

*In living room of Santa Clara residence, walls, Magee carpet, Caro and Upright draperies and D. N. & E. Walter casement curtains are pink-beige; custom sofas made by Country Squire are covered in beige and French blue print from Thorp, the chaise longue from Devon Shops in blue velvet, all fabrics Sylmerized by Geltman Sponging; Mt. Airy end table, Borghese lamp with custom shade by Leonard Foss.*

*Bed-sitting room of a San Jose house features client's English daybed covered in Schumacher blue, gold and white stripe; walls, Caro & Upright draperies and D. N. & E. Walter rug are white; chandelier is an antique from Richard Lawson.*

Stone & Steccati

**Doree Kerr, A.I.D., San Francisco**

*In Medical Center, University of Calif., main floor lounge has gold and white color scheme with overtones of deep olive and turquoise, derived from V'Soske gold carpet and Boris Kroll upholstery fabrics; wood outlining Syn-Skin white panels of wall is Rift Oak; furniture from M. Singer and Jens Risom; Beemak lamp is antique brass, with gold textured silk shade by Custom Shade Studio; accessories from Ansteth Imports.*

*Lobby of Nurses Residence has beige and gunmetal color scheme, the McGuire gunmetal rattan furniture in olive and beige Federan and Naugahyde upholstery; Glasstex draperies are beige with printed design in olive and brown, from Elenhank, walls are Madagaska Vicrtex; floor is beige Linotile; lamps by Kneedler-Fauchere, with shades by Custom Shade Studio.*

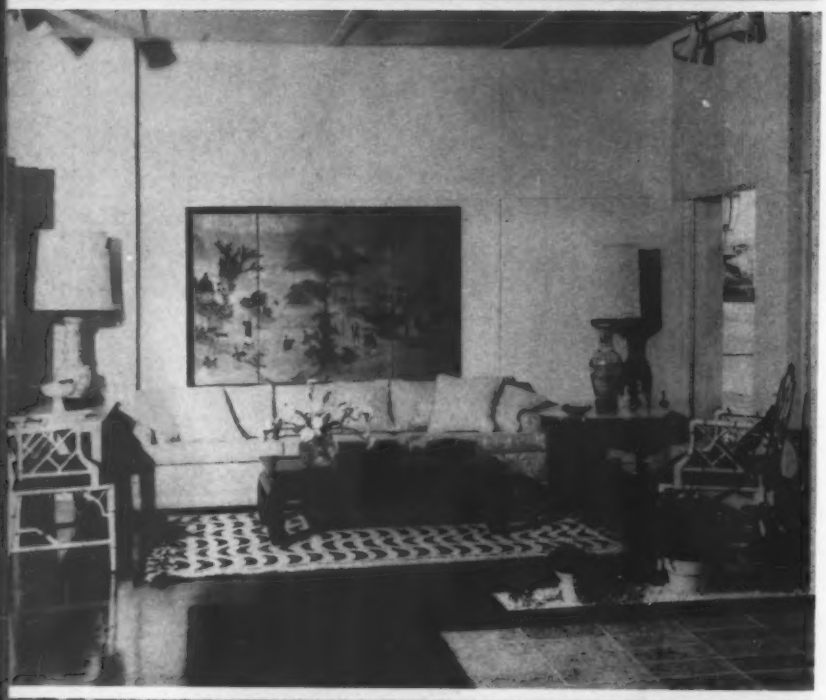
**Frances Mihailoff, A.I.D.**

*In room for intimate dining, floor is covered in white vinyl bordered with green; white felt with green trim is used throughout on window lambrequin, on tall screens flanking window, on chair seats with border insets of green, and circular felt tablecloth bound in matching green felt; antique gold leaf mirror, flanked by pair crystal and bronze appliques, hangs over Italian console flanked, in turn, by pair chairs balanced, opposite, by pair urns filled with ferns on pedestals.*

E. A. Greusted

**Clair Young, A.I.D., Salinas**

*For his own studio in Salinas, Mr. Young has created a variety of attractive settings, each giving the feeling of a complete room. In view at left, mattress ticking is used for curtains and sofa covering, a white rug is dramatically contrasted with the highly polished midnight blue painted floor; pair of painted chairs by John Logvy upholstered in gold velvet; mustard felt covers the round table and provides a background for an antique Chinese scroll; cocktail tables by Keller-Williams; lamps from Wilshire House.*



*An antique screen from Dean Trimble is decorative focal point of this setting with National Upholstery sofa covered in Calvin Fabrics linen damask; John Logvy bamboo chairs have blue velvet seat cushions; Marie O'Donnell cocktail table; Lucia Arkin lamps; Rugcrofters rug.*

*In this grouping, the sofa is upholstered in pink and green plaid, John Logvy Louis XV open armchairs are painted antique white and green; round table with a Formica top is by Thinline; white painted walls and midnight blue floor provide a pleasing background, with green plants as accents.*

**M. Elizabeth Burnett, A.I.D.**
**Beier & Gunderson Co., Inc., San Francisco**

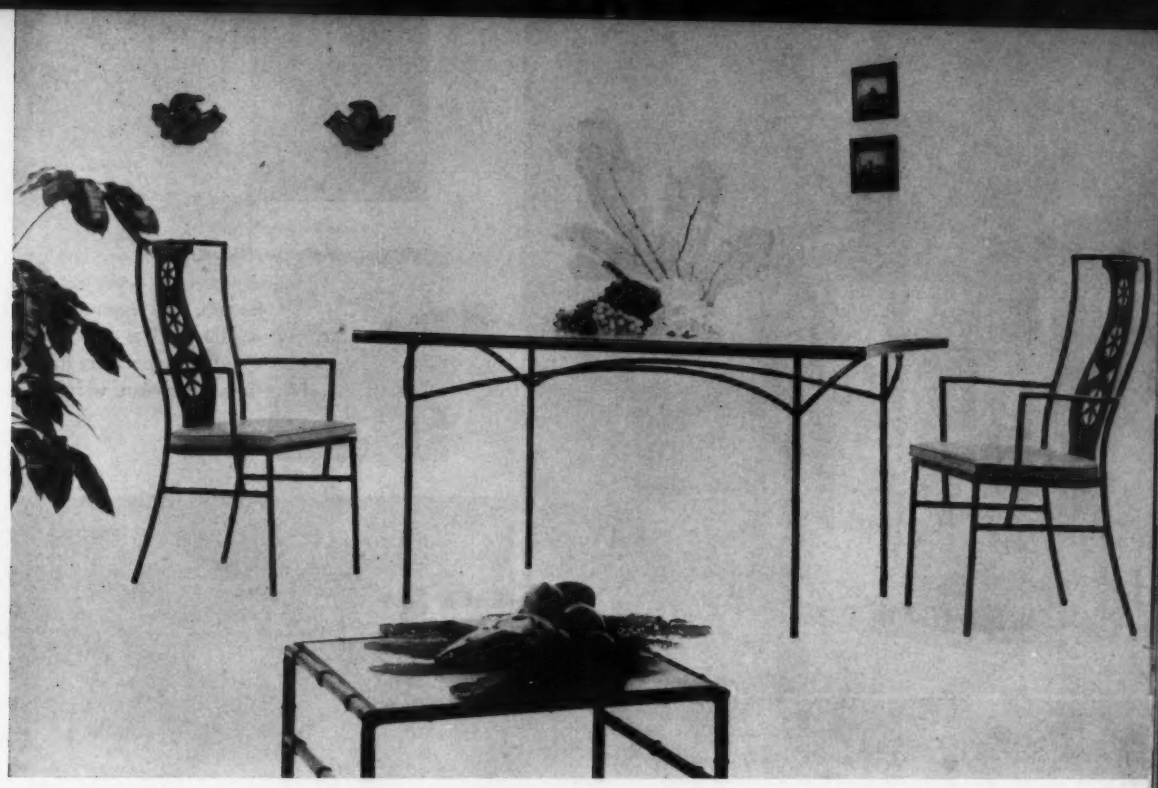
*In reception area and lobby of McCann-Erickson, national advertising agency, walls are of walnut paneling with narrow beige cork strips, draperies are of Calvin heavy linen with self stripes, and carpeting by Bigelow is in tones of spice, white, black and sandlewood; sofa and armless chairs from Knoll are covered in burnt orange and black, Taylor posture chair is in Anton Maix black fabric; end tables by Zell Designs; London lamp; Architectural Pottery planter; black iron ashtray on Knoll pedestal table is from Fred Durkee, the sculpture by Gertrude Murphy.*

# The Winter Markets

## Part 2

**Mastercraft**

Highlights from an extensive new collection by Mastercraft include a handsome curio cabinet with illuminated interior, glass or grille doors, 34″ x 17″ x 79″, shown with brass chair; circular commode, above, has two doors, measures 24″ in diameter, 20″ in height; small pedestal table has antique brass pedestal; woods are walnut and Carpathian elm burl in choice of finishes. In New York at Armand M. Morell.



**John B. Salterini Co.**

New "Montego" collection by Joanne Burke is designed especially for indoor use: in dining group, chairs are distinguished by cast back panel with stylized sunburst motif, frames with reed effect; similar motifs are used on daybed, armchair and tier table with Formica top; grouping shown below includes new tier tables for fruit and flower arrangements; all pieces available in wide choice of colors. Upholstery is Boltaflex "Silkora" vinyl.

*George Nakashima*

**Widdicomb-Mueller Corp.**

The work of five designers is represented in the new offerings by Widdicomb, and examples by each are shown here and on the facing page. Nest of three tables is addition to "Origins Group" by George Nakashima, featuring Circassian walnut.

*Dave Butterworth*

Grouping of twenty pieces in mahogany by Dave Butterworth includes nest of folding tables and console table on casters, available with marble or wood top, 48″ x 15″ x 18½″ high.

*Marge Carson*

New seating pieces designed by Marge Carson feature a "couturier" touch in upholstery treatments; from the 35 models we show a 100 inch sofa with three loose back and seat cushions, enriched by embroidery motifs.

*Albert Herbert*

**"Cadenza Collection" by Albert Herbert has 30 models for dining room and bedroom in combinations of walnut, Brazilian rosewood and acacia burl: note the architectural "tulip" sculpturing on the frames of the headboard and triple dresser shown here.**

**Extensive collection designed by Ray See has a Far Eastern influence; the basic wood is walnut in combination with marble, walnut burl overlays and jeweled hardware; dramatic cocktail table is large in scale (72″ x 44″ x 19″ high) can be ordered with a wood top and in two other sizes; 54″ octagonal tea table is shown with chairs based on ancient Oriental designs.**

*Ray See*

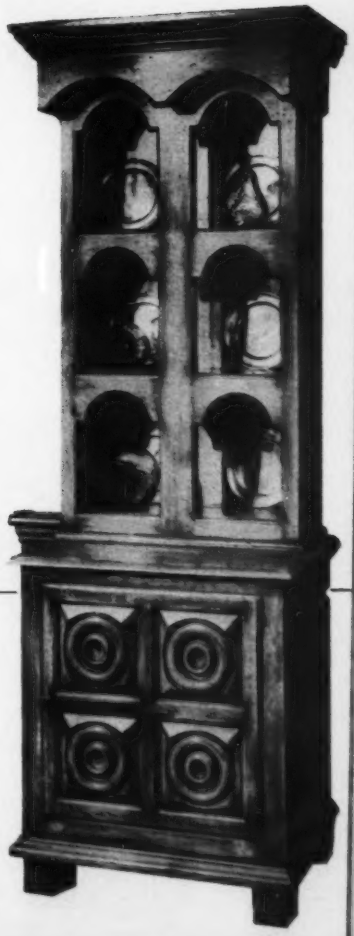
**Meyer-Gunther-Martini**

Bérgère with distressed wood finish is based on French Consulate style; "Simpson" sofa in Louis XVI styling has painted finish, measures 72″ long, 26″ deep, 33″ high; both pieces designed by Constantin Carroll.

**B. G. Mesberg National Sales**

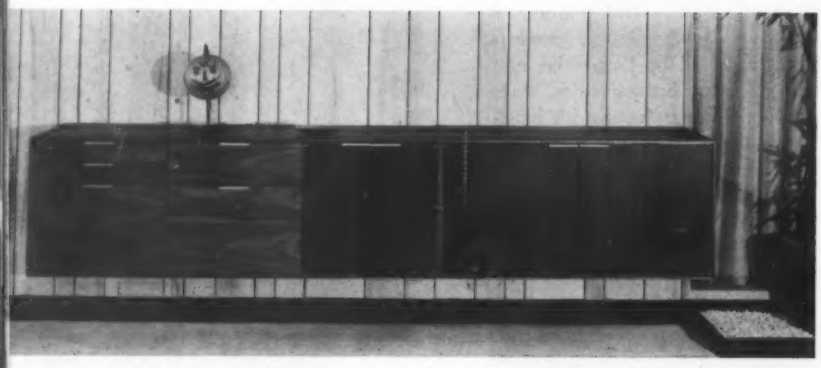
Molded walnut lounge chair and ottoman with swivel base was designed by George Mulhauser is available in black or saddle tan vinyl upholstery; nest of three tables in solid cherry was designed by Kipp Stewart and Stewart MacDougall; large table with two drawers measures 31″ wide, 18″ deep, 20″ high.

**John Widdicomb Co.**
New bedroom grouping in Italian Provincial styling includes 9-drawer bureau of highly figured French walnut accented by Carpathian elm burls and heavy brass handles, headboard and mirror frame with hand-carved details and gilded accents; man's chest with accordion doors is of figured fruitwood, measures 48″ in width; and Directoire table desk combines French walnut top with antique white and gold leaf base.



**The Pine Shops**
A new design influence—Canadian → Provincial—is interpreted by The Pine Shops in an extensive collection which includes the collector's cabinet shown here; wood is pine in a heavily distressed finish, and upper section of cabinet has a wallpaper backing behind glass doors.

**John Stuart, Inc.**
New additions to firm's "Architective Furniture" group by Von Der Lancken and Lundquist are two wall-hung cabinets (also available on leg bases) of American walnut, and a swivel armchair with foam rubber seat and back, solid walnut base; solid teak side chair is from Danish Craftsmen Group.



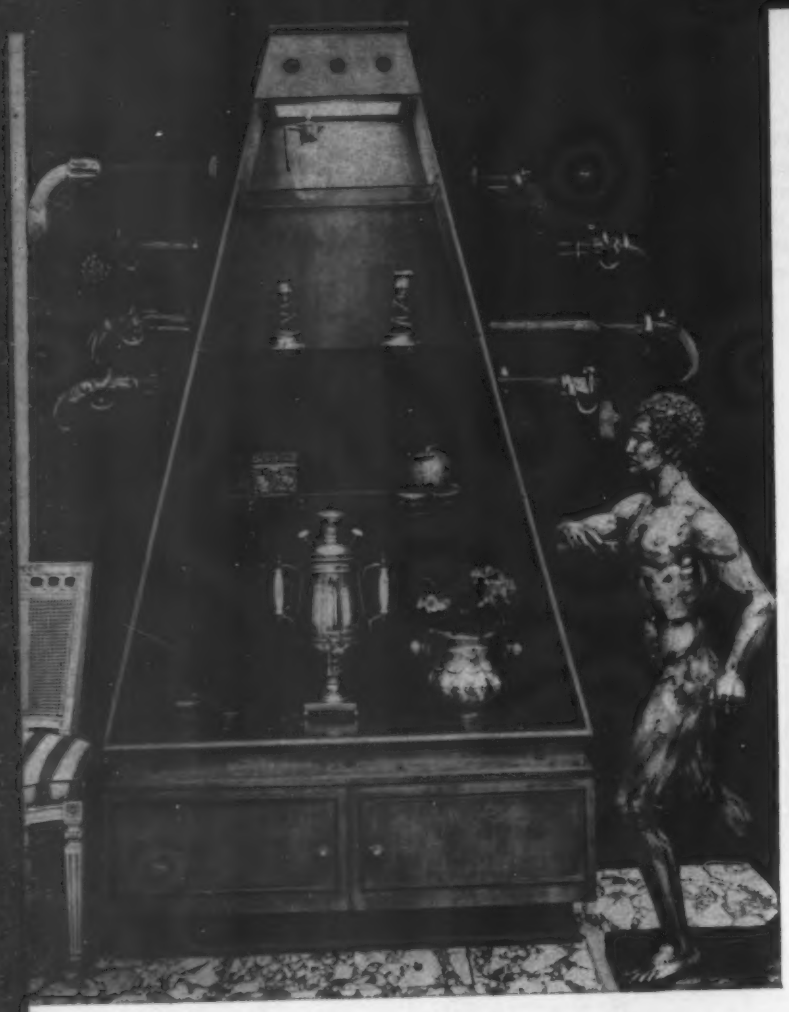
**Kaplan Creations**
Attractive "Pot Table" in walnut measures 18½" x 18½" x 23" high, has an adjustable shelf behind hinged door; commode features accordion-fold doors accented by black leather and Spanish nailheads; each half of interior has an adjustable shelf; shown in Chicago at M. D. Barr, Exhibitors Building; available in New York at Ben Feibusch.

**Colonial Manufacturing Co.**

Italian Provincial dining group in cherry features elegant china cabinet, 68″ wide, 17″ deep, 85″ high, with grille doors, three drawers including a silver compartment behind center doors in base; table is 44″ x 66″, extends to 102″ with two fillers; commode measures 42″ wide, 17″ deep and 31⅛″ high. In New York at Vanleigh.

**Laverne, Inc.**

Stem tables designed by Estelle and Erwine Laverne are sturdy enough to be used for seating, come in heights from 8″ to 28″; tops in variety of imported marble are used on sculptured steel stems with a weighted base.



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*Idaho*

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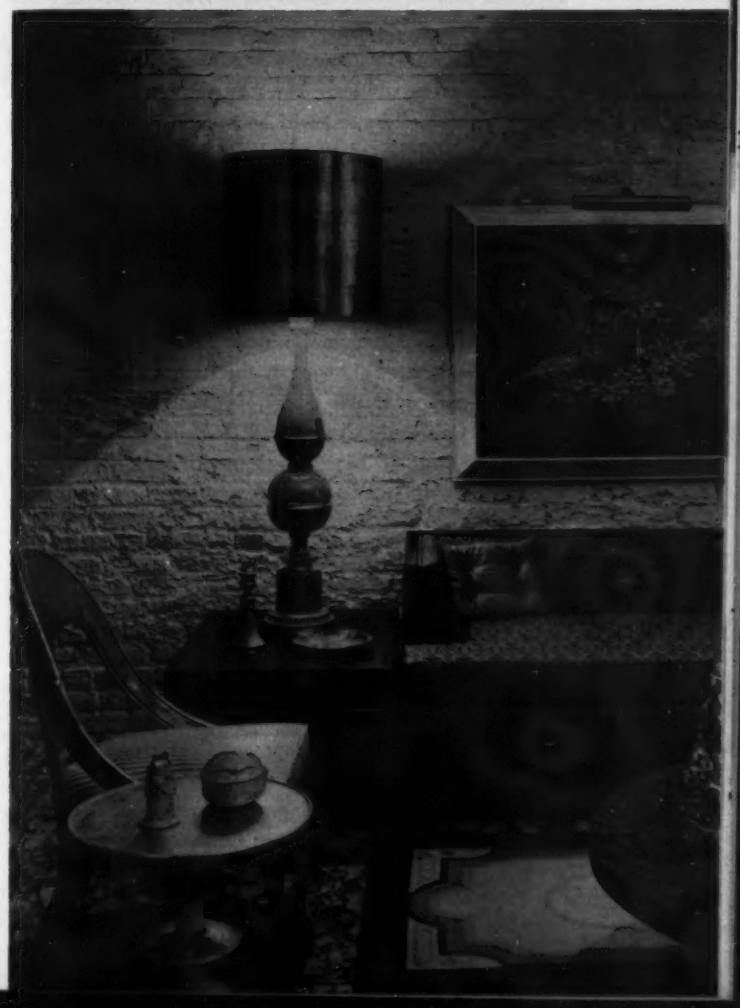
**Hargri, Inc.**

A wide variety of new offerings in furniture and accessories was introduced by Hargri in their six-story Chicago showrooms; representative samplings are shown here and on the facing page. (1) Collector's cabinet by Keller Williams, in butternut with black accents, holds group of one-of-a-kind pieces gathered by Arthur E. Harris in Europe, measures approximately 8 feet in height; sculptured reproductions of antique guns and 36″ classic figure are by Val Rori; antique white and gold leaf chair by Garland. (2) Dramatic "Cherub" lighting fixture by Chea Lamps hangs over a small table by Marnay Ltd., the top of tortoise shell glass, flanked by pair of Garland chairs in frosted walnut finish; carpet in foreground is by Leonard. (3) Grouping around Garland sofa, covered in Bergamo bronze green silk, includes Chea lamps and sculpture, Keller-Williams end table, Marnay cocktail table, Taubé hanging lights; accent pillows are by Bobbi, planter wall sconce from Attic Arts; oil paintings from Hargri import collection. (4) Oil painting of "Spring Rhapsody" by Val Rori, available in custom colors, is shown with music plaque from series of four; console and tufted stools are by Keller-Williams; caneback chair by Garland; handwoven rug by Leonard Carpet. (5) In this grouping, white and gold cigarette table, lamps, lighters and cigarette box are by Chea Lamps; cocktail table by Marnay Ltd. has gold coupage glass top, spoonback chair by Garland is finished in Venetian silver, covered in Bergamo stripe; Val Rori oil painting, Leonard rug.



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# A.I.D. News

**Chapter Activities: Eastern Pennsylvania**

The Eastern Pennsylvania Chapter has been invited by the Philadelphia National Bank to design eight window vignettes for World Trade Week which the bank is sponsoring locally May 15-20, 1960. The purpose of the project is to bring before the public the artistic use of foreign merchandise. Areas to be represented will include the United Kingdom, France, the Orient, Spain, Mexico, Scandinavia, Near and Far East and Germany. Eight members of the chapter have been assigned as Job Captains to head up each window, working with a team of other members. In addition, an A.I.D. vignette will be set-up on the banking floor from which A.I.D. brochures will be distributed by a chapter member during World Trade Week.

**Chapter Activities: Ohio Northern**

Continuing its policy of extending participation and influence in the cultural life of Cleveland, the Ohio Northern Chapter has completed plans through its educational chairman, Miss Isabel Barry, for a Merit Award to Cleveland's Western Reserve University. The Award was worked out with the Department of Art and Architecture, in which the Chapter's close affiliate, Mrs. Victoria Ball, presides over the work in Interior Design. It takes the form of a $50.00 prize awarded annually to the student showing the most outstanding creative work, combined with personal attributes. The Award, channeled by Mrs. Ball and her colleagues, will be presented at one of the Honors assemblies of the University which occur near the end of each academic year.

**Fallout Shelter on Tour**

The "Family Room of Tomorrow" fallout shelter designed by Marc T. Nielsen, F.A.I.D., and introduced in January at The Merchandise Mart, Chicago, is now touring the country. Following is the itinerary: April 2-10: The Milwaukee Home Show, Milwaukee; May 6-20: Southern California Chapter A.I.D. Palladium Show, Los Angeles; June 10-17: American Medical Association Conference, Miami.

**Resources Council Visits Armstrong**

Members of the Board of Directors of the Resources Council visited Armstrong Cork Company facilities in Lancaster, Pa., on Friday, February 5. The day's activities included a discussion of flooring products at the Armstrong Styling Center, as well as tours of the Company's Research and Development Center and Lancaster Floor Plant. Host for the group was R. C. Stabern, Manager of Market Development for Armstrong and a Vice President of the Resources Council.

**Meeting of New York Student Chapter**

Mrs. Mary Jean Alexander, Chairman of the National Committee on Education, invited 75 members of the New York Student Chapter of A.I.D. to a meeting at the Institute's National Headquarters, 673 Fifth Avenue, New York City on Wednesday, February 17, 1960. At the meeting members of the A.I.D. in various categories explained what A.I.D. means to them and what it can mean to the student affiliate. *Richard F. Bach*, Educational Advisor of the Institute, spoke on why the A.I.D. was founded 29 years ago; *Milton Glaser*, Chairman of the National Board of Governors, defined it from the point of view of the active member; *Calvin Hathaway*, Director of the Cooper Union Museum, from the point of view of the Educational Associate; *Harry Anderson*, Editor of Interior Design Magazine, from the point of view of the Press Associate; and *Tom Lee*, Tom Lee, Ltd., from the point of view of the designer.

**Formation of 29th Chapter**

J. H. Leroy Chambers, National President, has announced the formation of the 29th Chapter of the Institute in celebration of its 29th Anniversary. The new Missouri East Chapter was presented its charter by Mr. Chambers at a luncheon meeting held at the Bel-Air Motor Hotel in St. Louis, Missouri, on Saturday, January 30, 1960. Among the National Officers present at the charter presentation were Claude S. Brommage of Lincoln, Nebraska, National Vice-President of the Midwest Region and Dorothy G. Helmer of Indianapolis, Indiana, Advisor to the National Committee on Member Relations. Mr. Thomas N. Putnam of Columbia, Missouri, who has been instrumental in the formation of the new Missouri East Chapter, was elected its first President. Other officers include William A. Stevenson, Vice-President, Jo. E. Macner, Treasurer, and Mrs. Helene Givens, Secretary. The Board of Governors includes John Barlow, Chairman, Thomas N. Putnam, William A. Stevenson, Jo E. Macner, Mrs. Helen Givens, John Harney and James Ferguson.

**Elsie de Wolfe Memorial Awards**

The fourth annual Elsie de Wolfe Memorial Awards of the New York Chapter of the American Institute of Decorators were made for contributions to the knowledge and recognition of the decorative arts to two notable personalities in the art world at a dinner February 10th in the Grand Ballroom of the Hotel Plaza in New York. The two awards were made to Mrs. Aline B. Saarinen, art critic and author of *The Proud Possessors* (Random House), and to James J. Rorimer, Director of The Metropolitan Museum of Art. The Elsie de Wolfe annual awards, established in 1957, commemorate the late Elsie de Wolfe, Lady Mendl, who started her career as a spectacular figure in the international society at the turn of the century and ended it as the founder of the interior decorating profession as it is known today.

*Continued on page 216*

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This Queen Anne mahogany chair (No. CW146) is a copy of a Philadelphia antique, circa 1735, in the Brush-Everard House.

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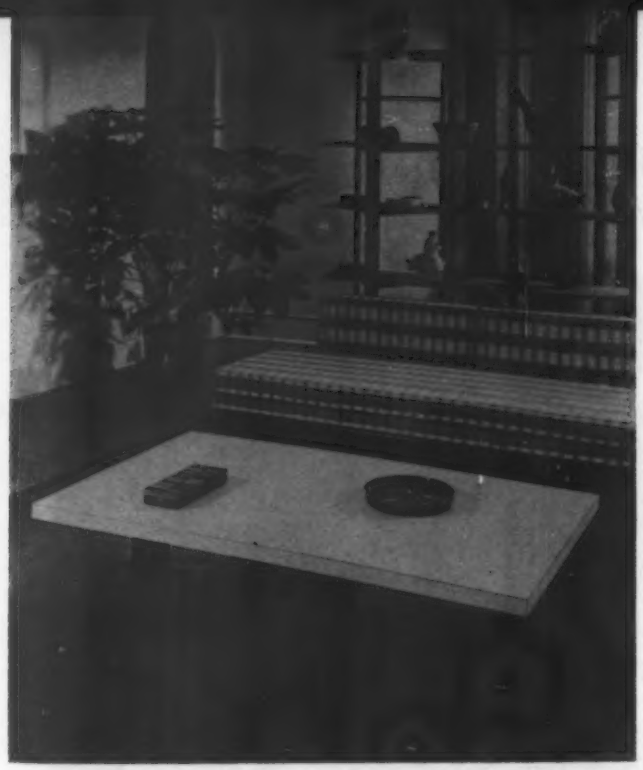

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# Market Spotlight

*continued from page 116*

**Van Keppel-Green in Chicago**

The attractive indoor-outdoor furniture made in California by Van Keppel-Green is now being shown in Chicago at 161 East Erie Street. Backgrounds of the showroom are appropriately simple and contemporary, in keeping with the design of the furniture which includes a number of pieces being shown for the first time. Wood and metal are the two chief materials, and color is used generously, but with restraint. Representative samplings from the collection include a coffee table (1) with beige Formica top that also serves as a dining table when its double legs are unfolded and locked in full upright position; pictured with the table is a sofa-chaise and a metal gate-leg room divider. A versatile dining table (2) can be arranged as a sideboard by using one of the top planks as a lower shelf: the wood is ash stained in blue and green. The low table shown in a corner arrangement (3) is four-foot square with a plastic top in brown and a copper cloud motif; the metal base and chair frames are finished in Jamaica brown. A seven-foot dining table (4) combines three shades of orange plastic with walnut edges and divider strips on a brown-finished metal frame. For a catalog, write Van Keppel-Green, 116 South Lasky Drive, Beverly Hills.

*Continued on page 210*

2

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Made of Monsanto ULTRON Vinyl Film

# Market Spotlight

*continued from page 208*

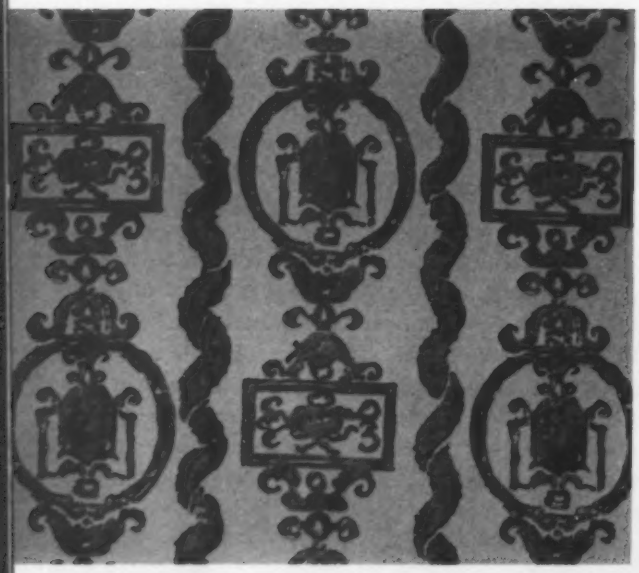
**New Styles in Lamps**

Formal design keyed to luxury materials is the theme of a new collection of portable lamps by Lightolier Inc., 11 East 36th Street, New York. *Legacy*, the first of the groups, comprises ten tall canisters, four decanters of smoked glass, and two spheres of porcelain openwork—all symbolic of 18th and 19th century Chinese design. *Artisan*, highly textured and handcrafted of ceramic in Italy, comes in bold colors finely glazed to give a touch of special sophistication; *Epaulet* takes its name from a narrow enamel panel which adorns each lamp, glazed, and in both table and floor height with slim columns of walnut and satin brass or chrome accents; *Coronet* and *Fleetwood* both are expressions of wood and metal interplay, available in both floor and table models with walnut shafts and sculptured bases of pewter and brass. This collection is by Gerald Thurston. *Finesse*, designed by Maurizio Tempestini, presents a new development in floor and table lamps. An elbow joint permits the design to extend straight out or pull in for closer work.

**Fabrics—Papers**

A new firm, Gian-Matrix, 515 Madison Avenue, New York, producers of hand-screened fabrics and wallpapers, offers the interior designer a complete custom service at moderate prices. To facilitate this concept, the firm's designers have made available any of their fabric patterns printed on a choice of grounds including silk, linen, cotton, sheer and antique satin—to color specification at no extra charge and with no minimum yardage required. The designs themselves, many with matching papers, are unusually creative presenting a number of imaginative printing techniques. The wallpapers also introduce wide flexibility with designs available on burlap, velour, grasscloth, vinyl and silk.

*Continued on page 218*



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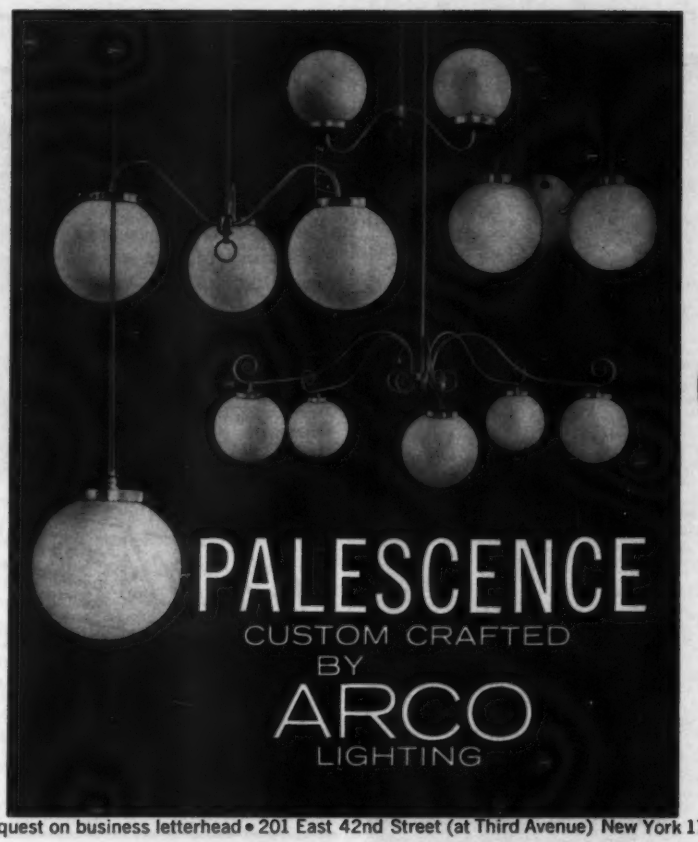


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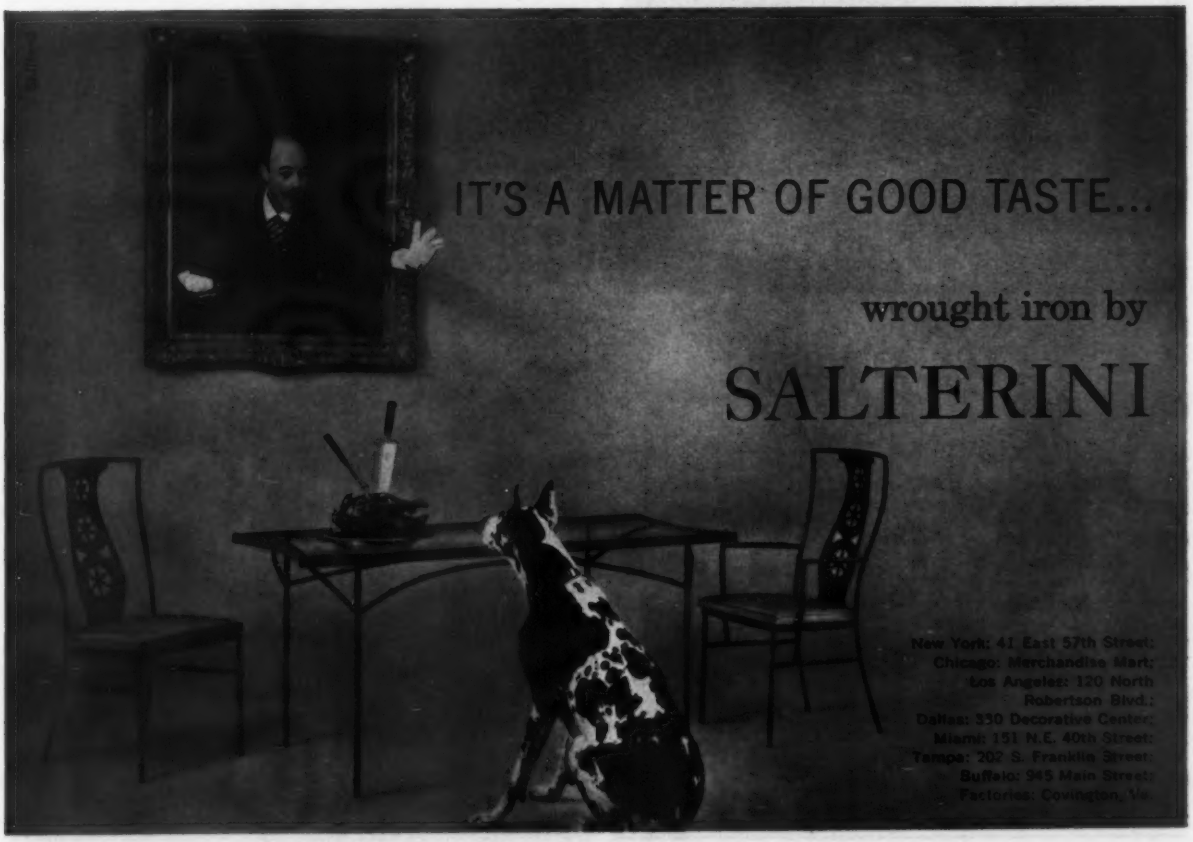

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**A.I.D. TOUR,** *continued from page 126*

tecture of the Golden Pavilion, Heian Shrine, Higashi Honganji temple and Nijo Palace. In addition, visits are planned to workshops producing lovely brocades, lacquer ware, porcelain and cloisonné. And arrangements have been made to visit the Katsura and the Shu-gakin Palaces, normally not open to tourists.

From Tokyo, members of the tour will fly to Hong Kong for five full days to enjoy the "pure China" little touched by British Colonialism. Sightseeing trips will include stops at the Fou-Wah weaving mills and Tai-Pink rug factory.

Those participating in the two-week extension around-the-world tour will go on to Bangkok, fabulous capital of Thailand. Sightseeing here will include trips through the klongs, or canals, viewing houses, floating markets, royal barges and Temple of Dawn, as well as visiting mirror-encrusted towers, jewel-studded temples, the Emerald Buddha, the Sleeping Buddha, Royal Palace, and White Marble Wat Benchamabopitor, gem of all Siamese temples. A visit is also planned for the "thieves" market to buy jewels, brocades, etc.

Two days will be spent in New Delhi, visiting the Kutab Minar, Iron Pillar, Humann's Tomb, Ghandi's Raj Ghat, Ivory Palace, etc. A special exhibit is also being arranged to permit members of the tour to meet leading

*Continued on page 214*

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**A.I.D. TOUR,** *continued from page 213*

Indian designers and artists. Special planes will fly the group to Agra for a visit to the Taj Mahal, then back to Delhi. Daljit Singh, A.I.D., whose firm built and furnished the spectacular American Embassy, has invited the group to be guests at a reception and dinner.

From Delhi, the group will fly to Athens for two days of sightseeing to include picturesque beaches and scenic coves, as well as Olympus, Zeus Temple, Hadrian's Arch, Herodos Atticus Theater, The Acropolis, The Forum and the small Byzantine Church of St. Eleftherios. Time will also be allowed for a visit to a furniture factory.

The tour will extend to Rome for three days of visiting St. Peter's, the Vatican, the Coliseum, the Forum, Capitoline Hill, a drive to the fashionable Pincis, Hadrian's Villa, Tivoli, Villa d'Este and gardens, Franscati, etc.

Two additional days will be spent in Paris, with sightseeing to include visits to the Louvre, Notre Dame, Sainte Chapelle and Latin Quarter, as well as an excursion to Versailles to see the imposing Palace and gardens, before going on to London for two days.

Return to New York via Madrid and Lisbon is optional, and will be provided in lieu of Paris and London for those desiring the change. The cost of the Far East Tour is $1662 per person, and includes air transportation from Los Angeles, San Francisco, or Seattle, with $765 additional for the two-weeks Round-the-World extension.

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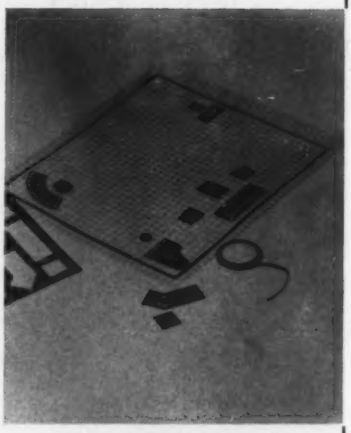

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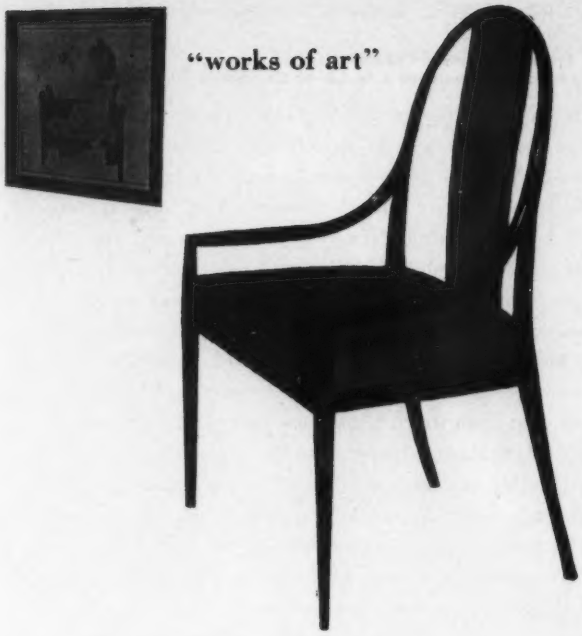

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**A.I.D. NEWS,** *continued from page 206*

**A Prophecy for the 1960's**
**By National President J. H. Leroy Chambers**

The Sixties will open exciting new avenues to the American family anxious to stretch itself beyond old limitations. With so many homes looking very much like the one next door and for miles around, Americans are seeking a way out of conformity and sameness and are striving to individualize their interiors where they can truly reflect themselves. Decorating is to become a real adventure with designers bringing new inspirations and techniques to the age old problem of making our surroundings more beautiful. The entire world has become a market from which to choose—every culture making its own particular contribution to our way of living.

Possibly the most significant trend, already in progress, is a return to the elegance lost during the war years with even informal rooms assuming the elegant charm of European country houses. Function and efficiency must still remain an important factor of today's design but happily, beauty, for its own sake, will be the added feature more in demand by the average consumer. With this return to elegance will come the re-instatement of the "full" dining room as one of the most charming rooms in the home. In many homes, dinner is the one time of day when the entire family is together and this func-

*Continued on page 238*

*Memo*

to A.I.D. Members

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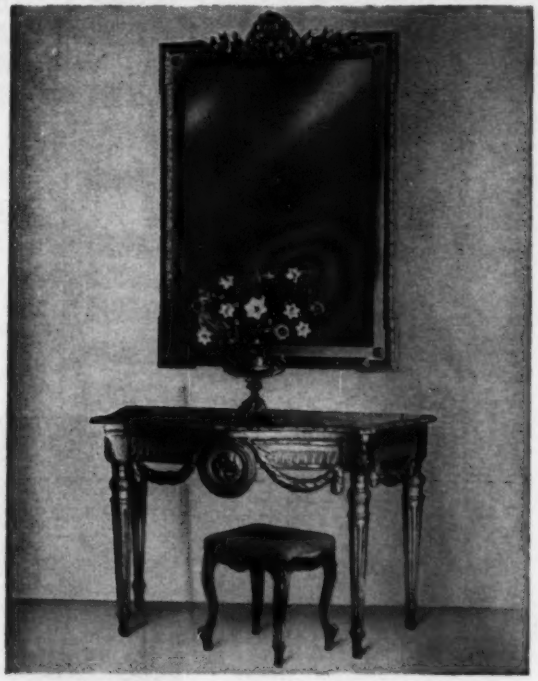

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1

# Market Spotlight

*continued from page 210*

**1—General Fireproofing Co. announces new steel desk and table series with satin chrome trim, available in seven drawer variations with a choice of colors.**

2

**2—From The Myrtle Desk Co., a contemporary version of roll-top desk in oil finish teakwood, featuring push-button tambour and removable pigeon holes; flexible automatic-lock top converts to modesty screen when open.**

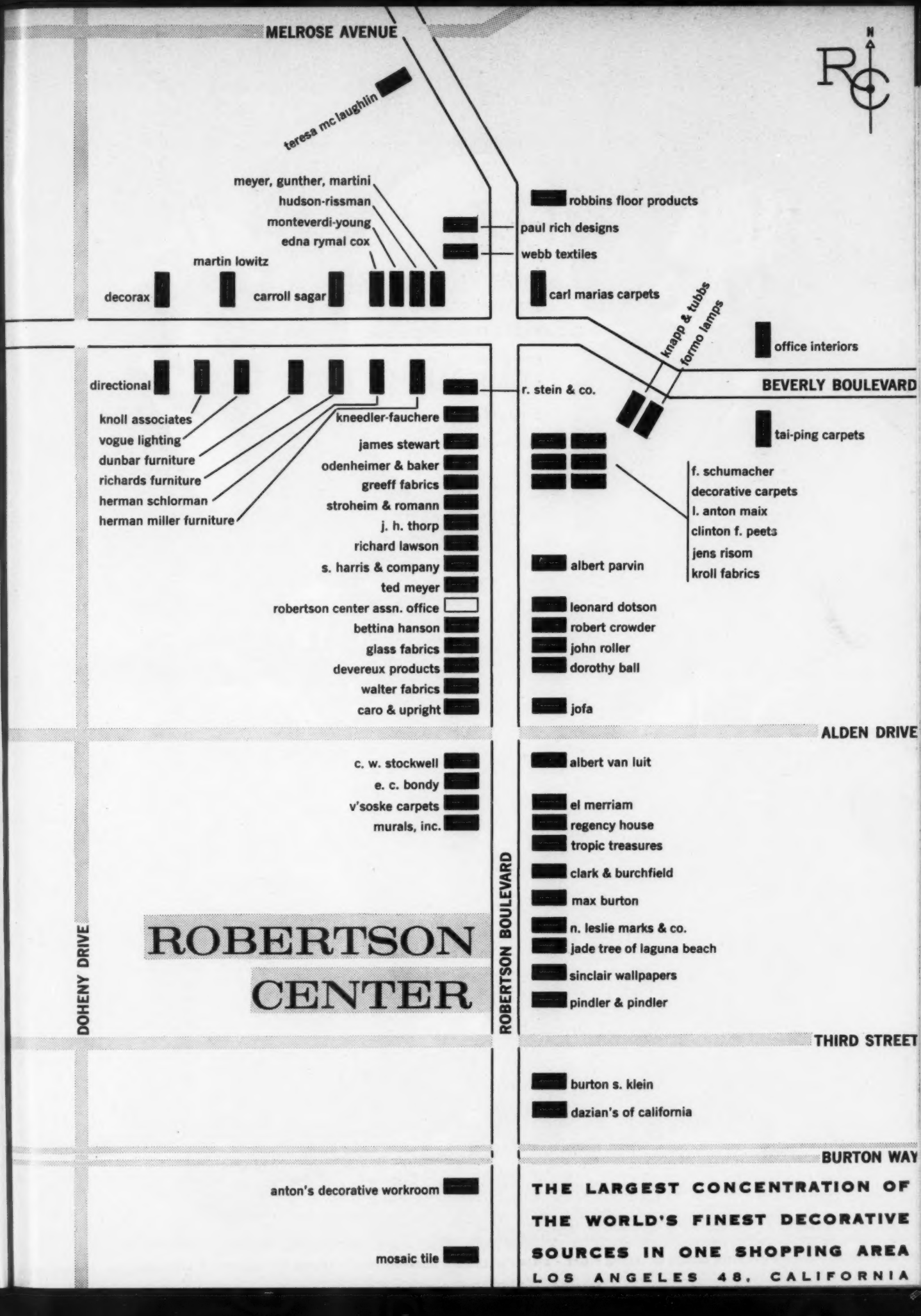
**3—Baumritter Corp., contract division, presents new office seating characterized by subtly contoured, wood arms and metal frame finished in bronze or slate gray with brass ferrules.**

**4—Shown at the Design Center for Interiors, Remington Rand's U-shaped *Aristocratic* modular desk arrangement with executive and side chairs, especially designed for the junior executive and his secretary.**

*Continued on page 247*

3

4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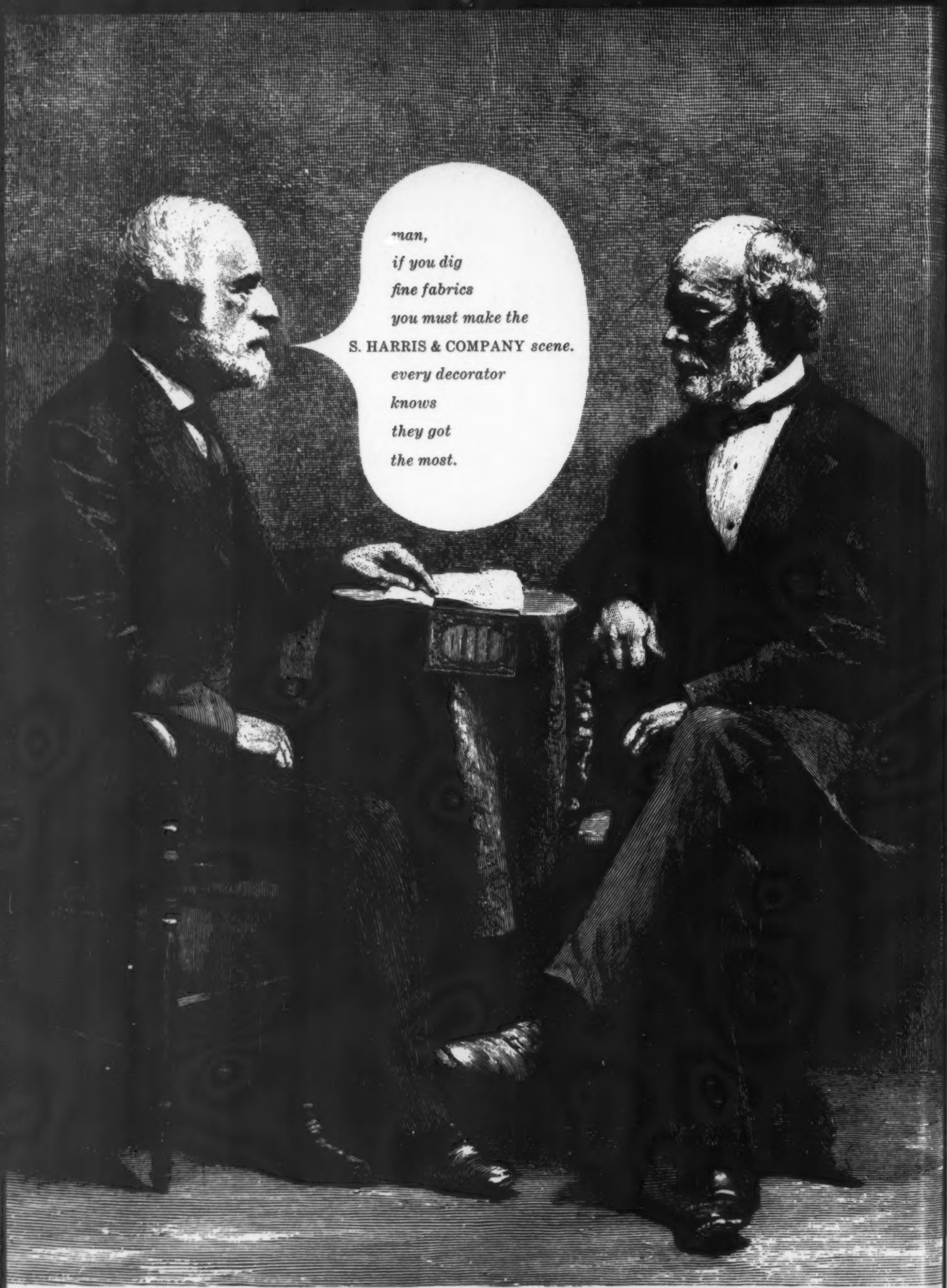


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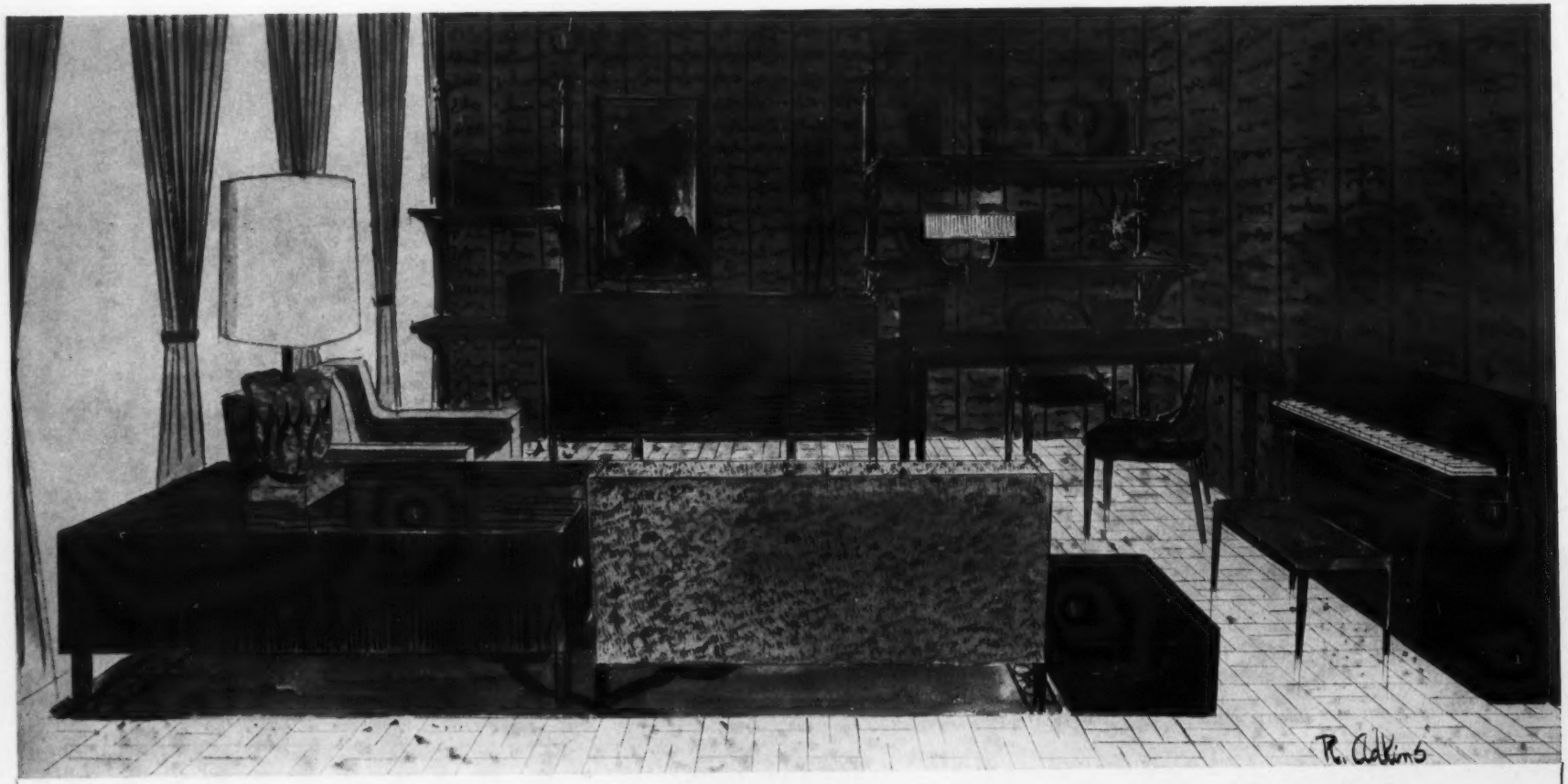

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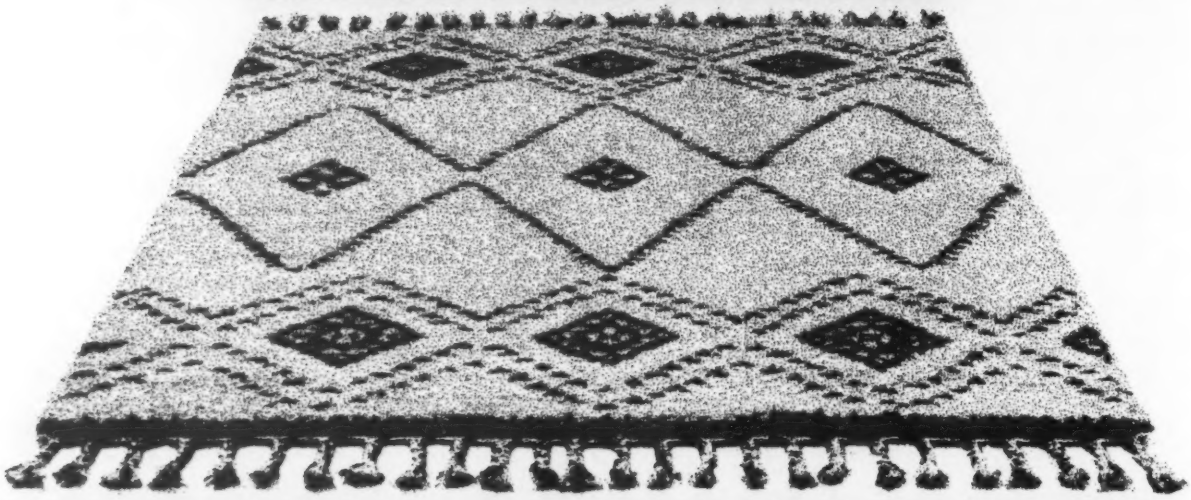

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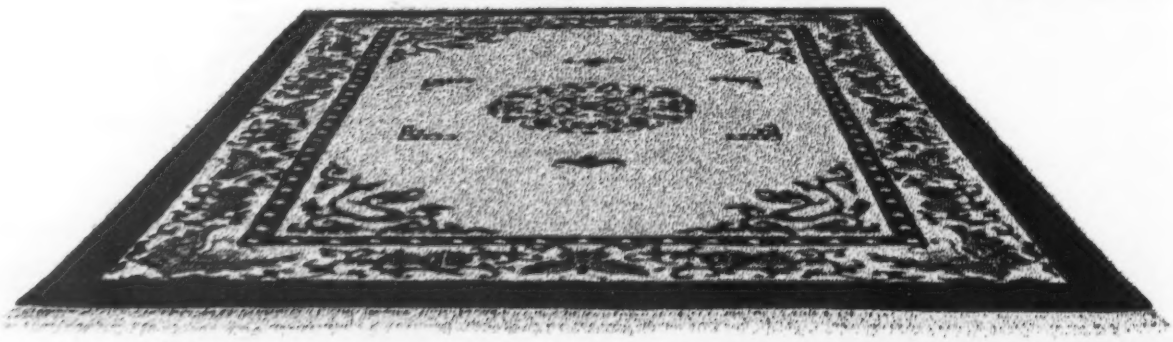

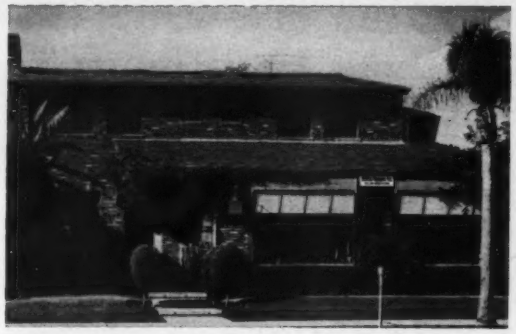

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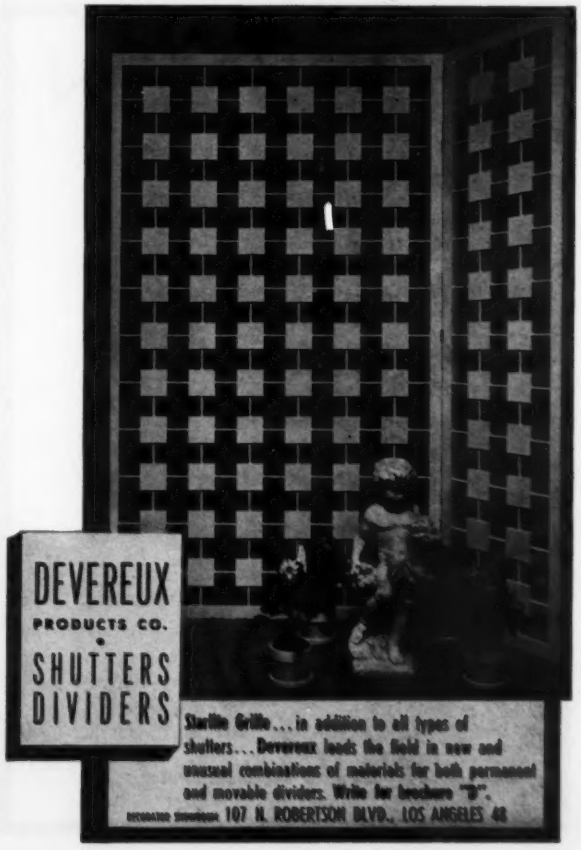

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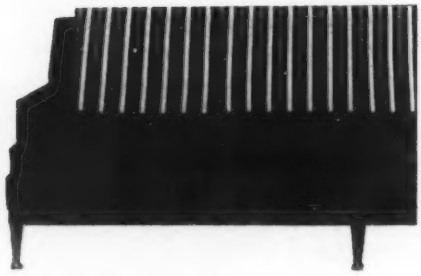

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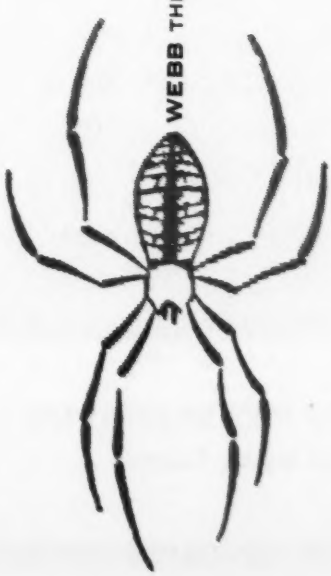

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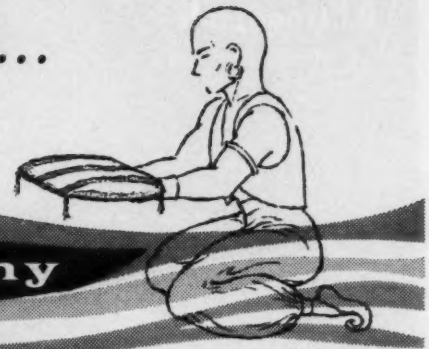

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***carpet cushions***

**A.I.D. NEWS**, *continued from page 216*

tion will be emphasized by creating a more spacious and attractive setting. Its loss has been mourned with regret and we enthusiastically welcome it into our homes again.

Luxuriant use of color will dominate the interiors of the 1960's with emphasis on reds, purples, blues and mauve—mixed with white or beige—reflecting the excitement in anticipating a new decade. Long neglected in the spectrum of designers in recent years the use of brilliant greens as a major color will become a strong factor in the mid-sixties.

In retaliation of austere interiors, walls, floors and rugs will assume greater patterns than in the fifties. Wallpapers will return with a vengeance as an integral feature of almost every room in the home, favoring subtle, textural and architectural patterns.

The fifties saw dark mahogany fall from grace, replaced by the fruitwoods of Directoire and Biedermeir. To these styles, still riding the crest of popularity, will be added the walnut of Country French and Spanish designs. Both of these styles will be approached with a contemporary flair avoiding formal French Provincial and delivering us from the Spanish decor of the twenties.

Contemporary interiors will flash and sparkle with the glint of polished steel and the new concepts made possible

*Continued on page 241*

*from the new*

**Old Stone Mill Collection**

*Toile D'Amour — wallpaper and fabric*

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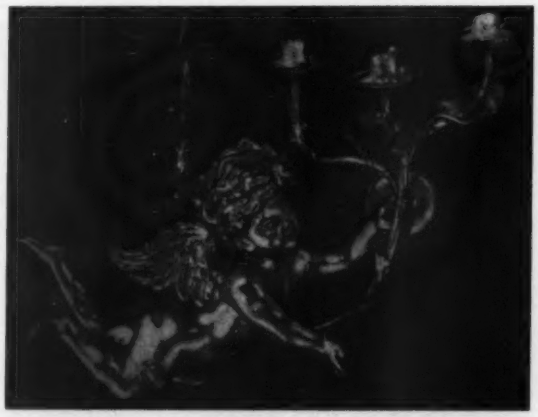

Carved Florentine Wood Angel Sconce. All in gold leaf, holds three candles. Available right and left for use as pair. #24—20" x 13".

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**A.I.D. NEWS,** *continued from page 238*

by the flexibility of aluminum. Concrete will come indoors to make its contribution to textured walls and pierced grill dividers. Honey-combed and plain plastic will be used effectively in areas where light, (natural or artificial), will be permitted to filter through its brilliant colors. Beamed ceilings will add interest to rooms adopting the new French and Spanish themes. In following the demand for more pattern in rugs—Aubussons and Orientals will have renewed popularity with particular stress on designs from Morocco, Spain and Iran. In this same vein, flooring will use almost every material at the command of the interior designer to create focal points or interest. Inserts of vinyl or brass will create luxurious patterns against the background of richly colored woods. European influence will also be reflected in the return to tiled floors in major rooms of the home. Wooden floors will be darker than in recent years with emphasis on walnut and teak—creating a wonderful foil for the reds and beiges so popular in upholstery and draperies.

Sofas and chairs are more luxuriant, again reflecting the return to elegance. The trim lines so popular in the fifties will still remain a strong contender for the consumer's affection but the lushness of down and its synthetic counterparts will make greater inroads on the cur-

*Continued on page 242*

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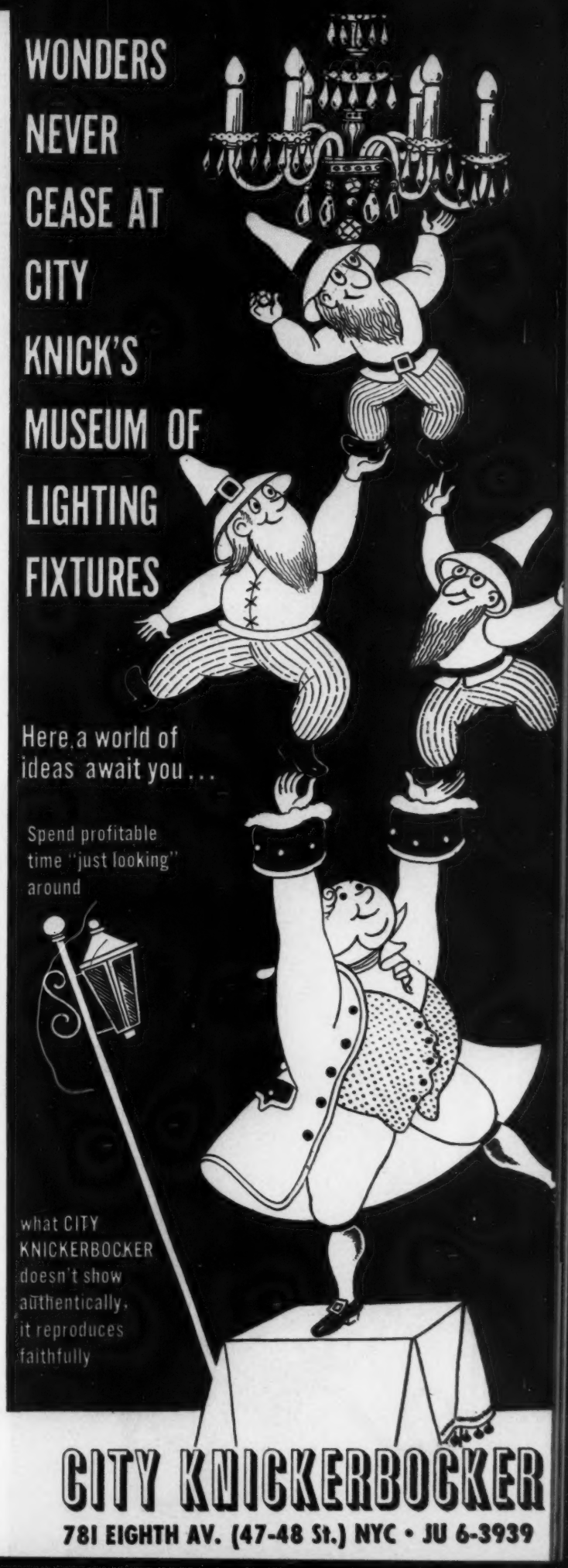
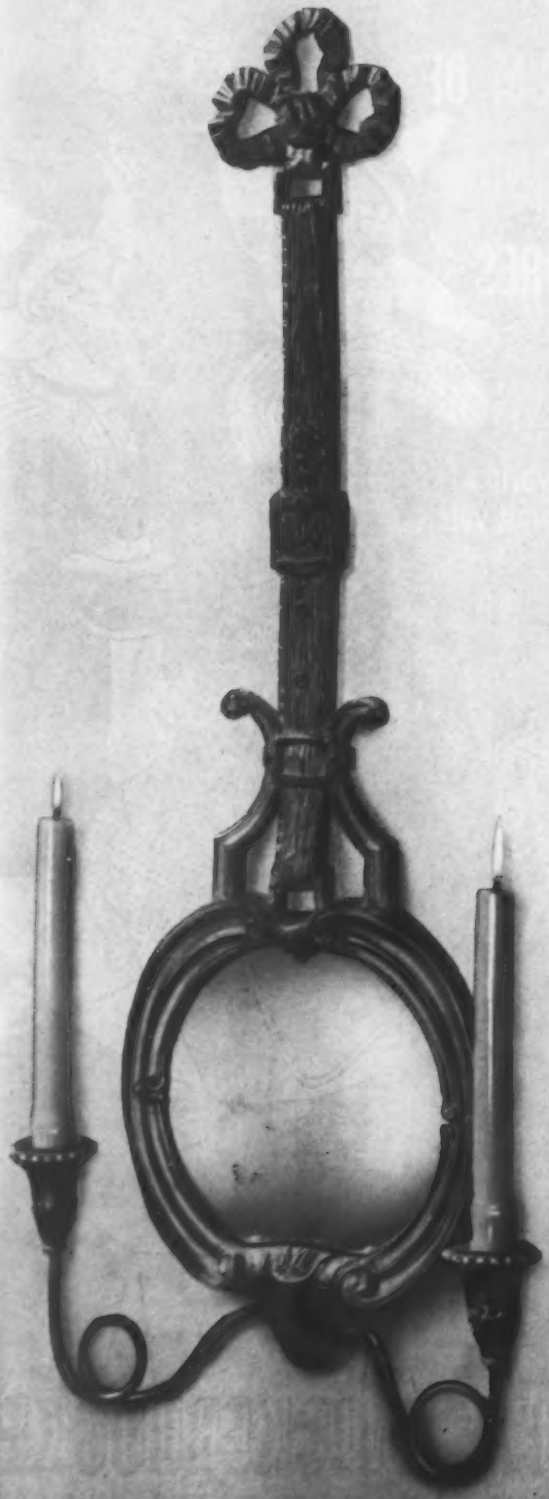


*W-1009/ Wall Sconce with convex mirror, two lights. Frame and suspending silk ribbon motif in antique gold leaf finish. Dimensions: 31" x 13".* **Interiors' Import Co., Inc.** */ Showrooms: New York/ 783 Third Avenue, A. Marangoni, Pres. Chicago/ Merchandise Mart, Space 6-170. Outside U. S. Inquire: P.O. Box 668, Florence, Italy.*

# PALLADIO




**A.I.D. NEWS,** *continued from page 241*

rent preference for foam rubber. The upholstery of these pieces will demand the use of damasks and repps with tweeds taking a back seat to their more elegant cousins. In case goods, two trends of great importance are to be noted. The return of the high cabinet and the greater use of lacquer finishes. High cabinets will be represented in almost every style from French armoires to Classical breakfronts affording a maximum of storage space for a minimum of floor area. Lacquer finishes will make a strong contribution to the lush use of color.

The sixties will be a time of rediscovery, as well as discovery, and in the excitement of looking forward we must not overlook the wonderful heritage that is ours to enjoy. A nod to the past will greatly enrich the future.

**Decorators Club Symposium**

A symposium, titled "Room at the Top," to relate the importance of backgrounds to decorative furnishings, and to encourage creative talent in the field of design both for fixed surfaces and the movable objects essential for practical and esthetic purposes, was held by the Decorators Club on January 16th in the Grand Ballroom of the Hotel Pierre in New York. Chairman of the symposium was Mrs. Francis Henry Lenygon, and introductions were made by Richard F. Bach, Educational Advisor of A.I.D. Dean James Grote Van Derpool, of Columbia University

*Continued on page 245*

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SUNSHADE COMPANY TROY OHIO

Pattern: Jade
Accessory: Courtesy of Gene Thall

Renverne

515 Madison Ave., New York 22

OLIVIERI

**DECORATORS CLUB,** *continued from page 242*

School of Architecture, outlined "The Training of the Interior Architect," and Dean Esmond Shaw, of the Cooper Union for the Advancement of Science and Art, spoke on "Post-Graduate Training and Scholarships for Interior Architecture." Dean Gibson Danes, of Yale University School of Arts and Architecture, introduced "Cultural Contributions Considered" and Dean Dana P. Vaughan, of Cooper Union School of Art, spoke on "Esthetic Judgment." "The Interior Architect in Practice," was considered by Milton S. Osborne, Head of the Department of Architecture, Pennsylvania State University. Professor Eleanor Pepper, of Pratt Institute, devoted her talk to "Problems of the 20th-Century Client" and George Robert Culver, of the Columbia University School of Architecture, concluded the symposium with "Specialist in Interior Architecture."

The Decorators' Club, Inc. was the first organization in America for women practicing in the field of interior design. Founded in 1914, the stated purpose for incorporation was "to establish artistic and ethical standards of practice and to cooperate with architects and with each other to attain worthy achievements in their respective fields." For the first time the Club is inaugurating a Scholarship Fund which should eventually establish the Interior Specialist on the same scholastic and professional basis as that of the Architect.


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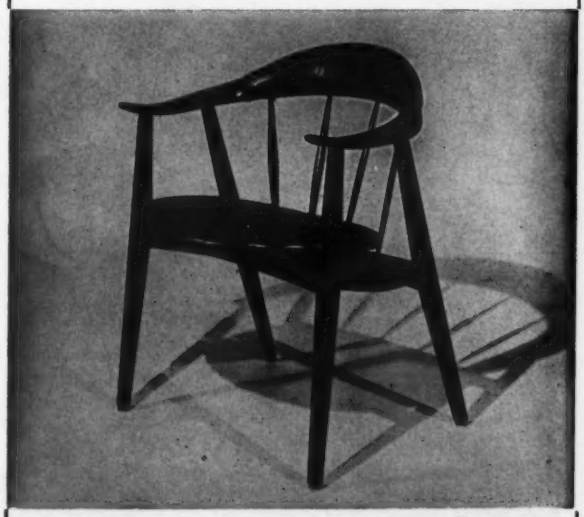

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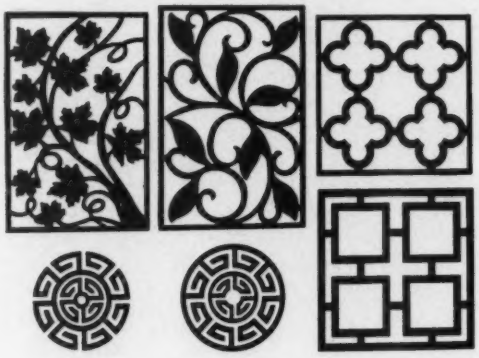

*interlocked rectangles, vineleaf, elephant ears* and *random leaf*, in a choice of 1/8", 3/16", 1/4", 3/8", and 1/2" thickness. The wood itself comes in top quality, imported birch or Philippine mahogany, painted or unpainted and is shipped K.D. Additional information can be obtained by writing Jaffre Products, Dept. I-D, at the above address.


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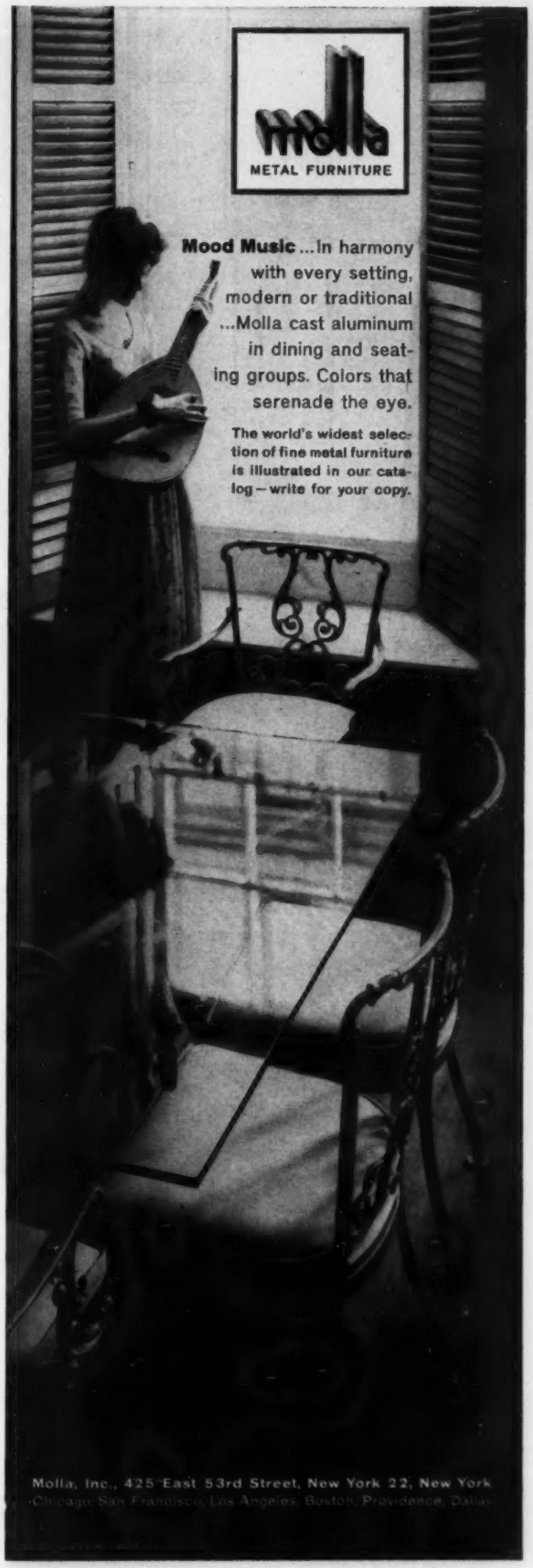
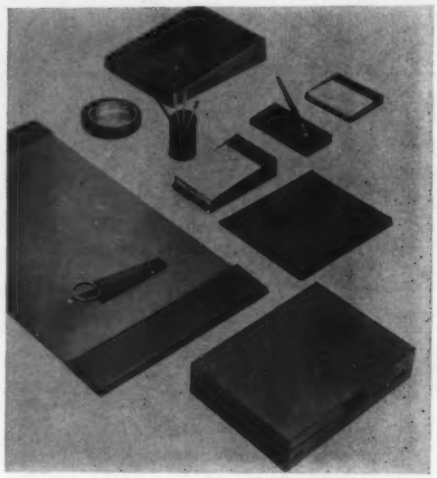


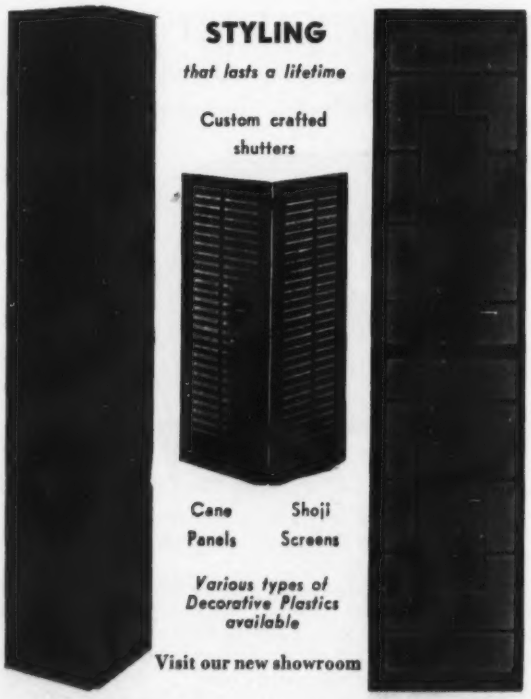
**Desk Accessories**

For a correlated look in office accessories, Jens Risom, 49 East 53rd Street, New York, designers and manufacturers of contemporary furniture, introduce a smart new group of desk appointments. Designed for style and efficiency, the collection consists of seventeen items in



combinations of oiled walnut with soft natural leather. The leather comes in a choice of fourteen colors: black, red, flame, pumpkin, brown, natural, bronze, yellow, moss, emerald, turquoise, blue, off-white and russet to be mixed or matched as you prefer. Included are four types

*Continued on page 251*



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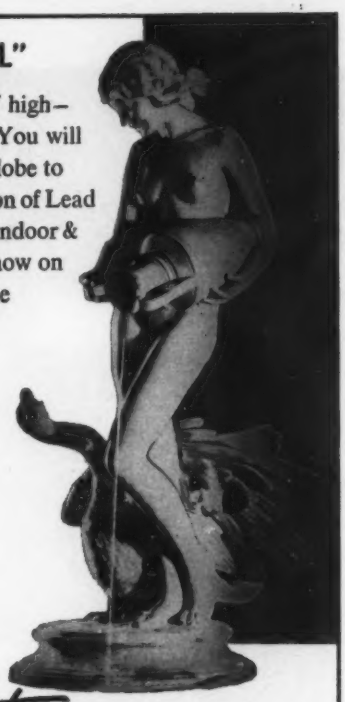

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**MARKET,** *continued from page 248*

of desk pads, pen sets and ashtrays. A cigarette box doubles as a catch-all for paper clips and business cards, and a pencil cup is designed with a contoured top and cork inside. There is also a double letter tray, a calendar pad and a handsome correspondence folder—in addition to a library set with letter opener and scissors, memo paper holder and single letter tray. The designs are manufactured expressly for Jens Risom by Sainberg & Co., producers of desk accessories since 1892. A catalog is available.

**New Wallpapers**

The Thomas Strahan Co., 509 Madison Avenue, New York, unveils a wide and diversified collection of wallpapers for *Spring 1960.* The designs range from small-scaled patterns to large scenics and murals. A notable example is *Wu Ching,* a new scenic of Oriental inspiration adapted from a rare scroll painting and available in five panels in soft misty colorings. In answer to widespread demands, Strahan also offers sixteen of their most popular small prints, combines them with matching fabrics to create a small book titled *16 for the 60's.* Others include Colonial reproductions, and new additions to its five landscapes and foliage designs as well as a new modern series, a collection of silk papers and a special group of plastic coated papers.

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# Market Spotlight

*continued from page 251*

**Accessories of Many Cultures**

Many design influences are reflected in the sculptured lamps and wall decoration of Imperiale Décor by House of Lamps Ltd., 540 Madison Avenue, New York. The collection, created by William H. Whitty, divides into two groups: lamps, sconces, candelabra and chandeliers in *Ceramastone* composition; wall décor comprising plaques, statuary, urns and planters in *Fiberstone*, a material which is light weight, durable, and chip proof made with deep-incised modeling techniques. The lamps are particularly dramatic in scale. A notable example is *Canton*, 48″ high, finished in pewter and gold metal leaf. Others are in Empire, Regency and Italian stylings. Wall plaques in bold bas-relief introduce exotic handrubbed finishes and special attention to carved detail. A pair of Chinese God and Goddess figures, 16″ x 40″, is striking both as part of an entire wall grouping or as over-sofa decoration. The *Dynasty Horse*, 41 x 44″, illustrated, is available in a greystone or gold and silver metal leaf finish, particularly appropriate for an executive office or den.

**Two Chairs In One**

How frequently in the smaller living room there is space for a side chair or two that has to double for dining (a pair usually flanking a cabinet or a console table against the wall) but no space in the decorative scheme for an upholstered chair for relaxation and reading without crowding the plan. We have the answer to the problem: the *Duplichair*, distributed by the Pan-Tech Corp., and available to interior designers in New York at Raynes & Rhine, Inc., 227 East 56th Street. A simple little metal gadget on the bottom of the seat enables the legs to be crossed, adjusting the chair with a flip of the toe from dining height to lounging, or vice versa. There is nothing about the chair to get out of order, and it works so simply that we think it is just wonderful for small apartments—and even for larger ones for television viewing—where the seating in a plan has to be arranged with a shoehorn.

*Continued on page 264*

*below the Sunset Strip*

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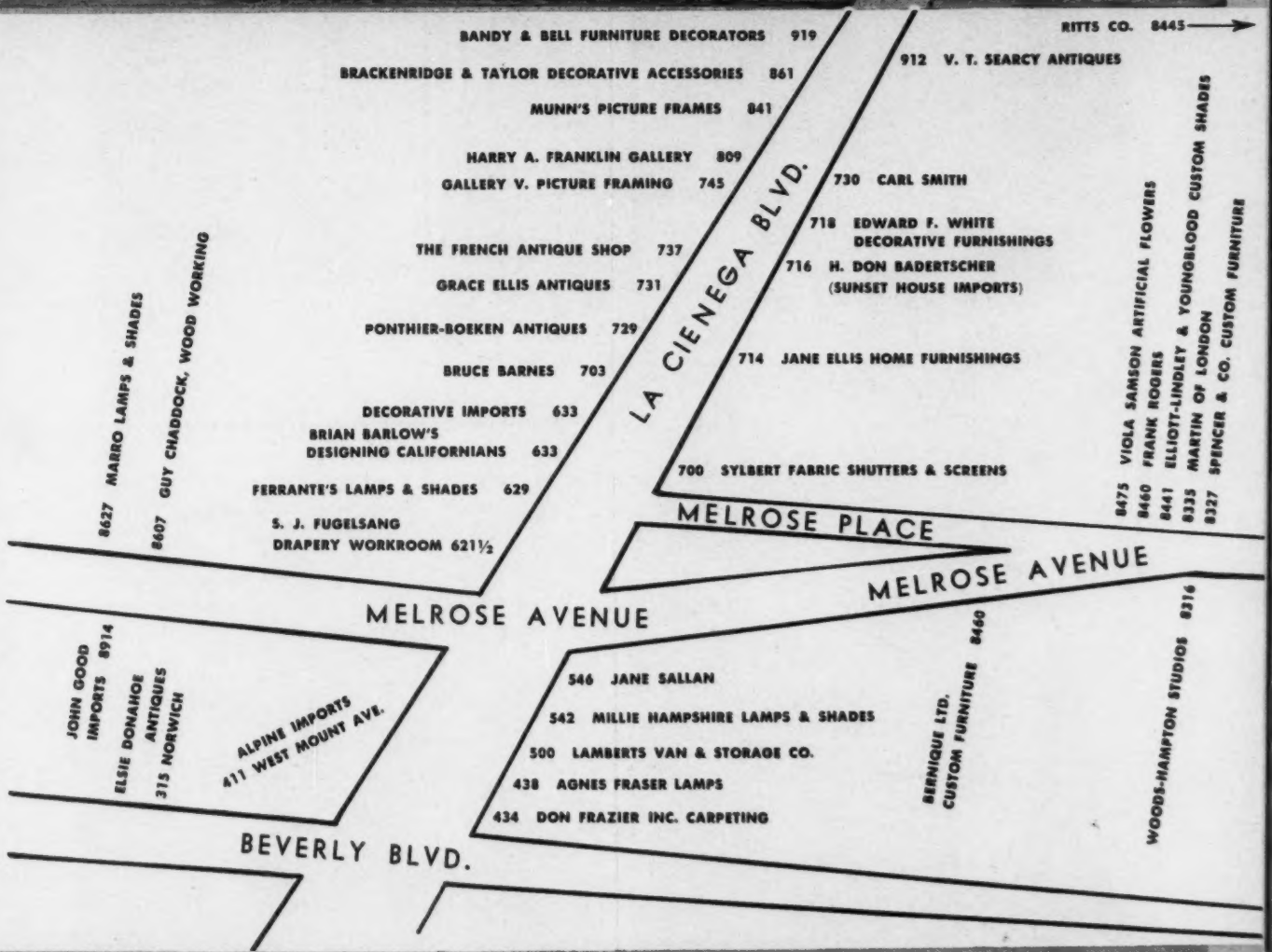


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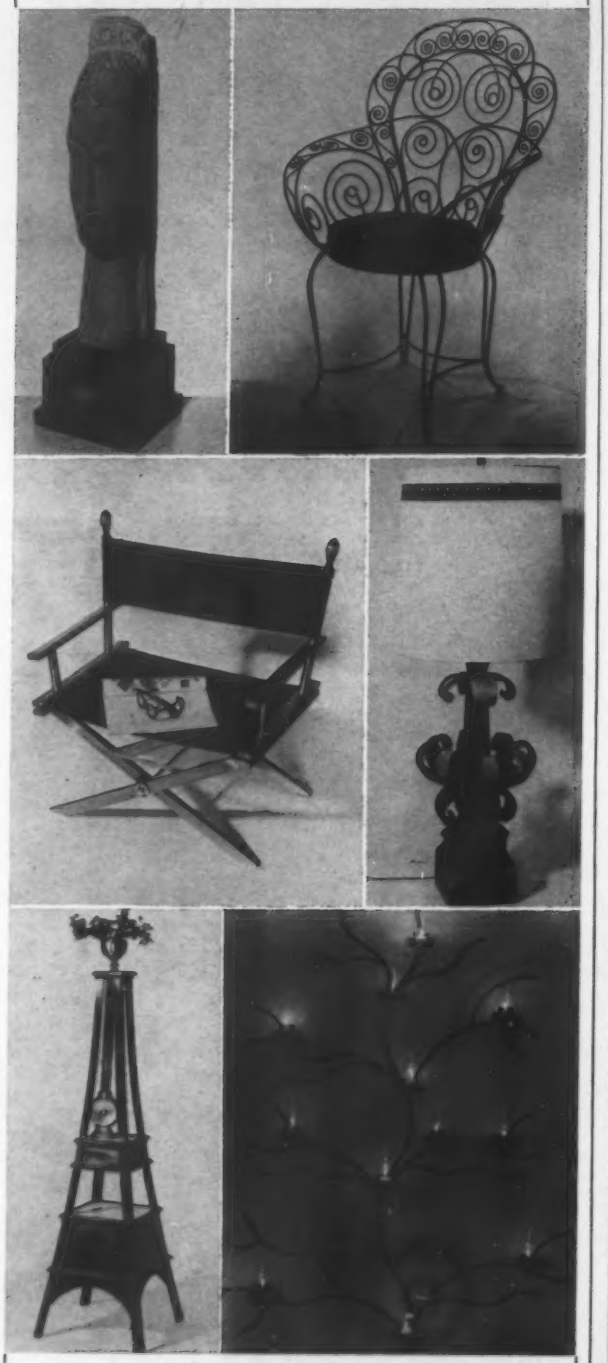
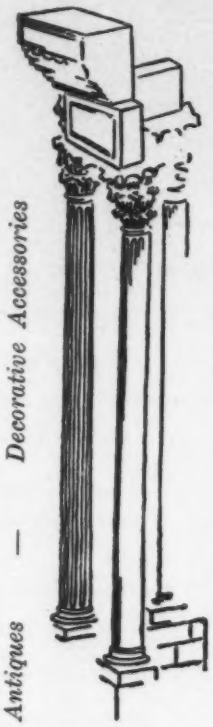


**JANE ELLIS**

714 N. LA CIENEGA LOS ANGELES 46, CALIF.



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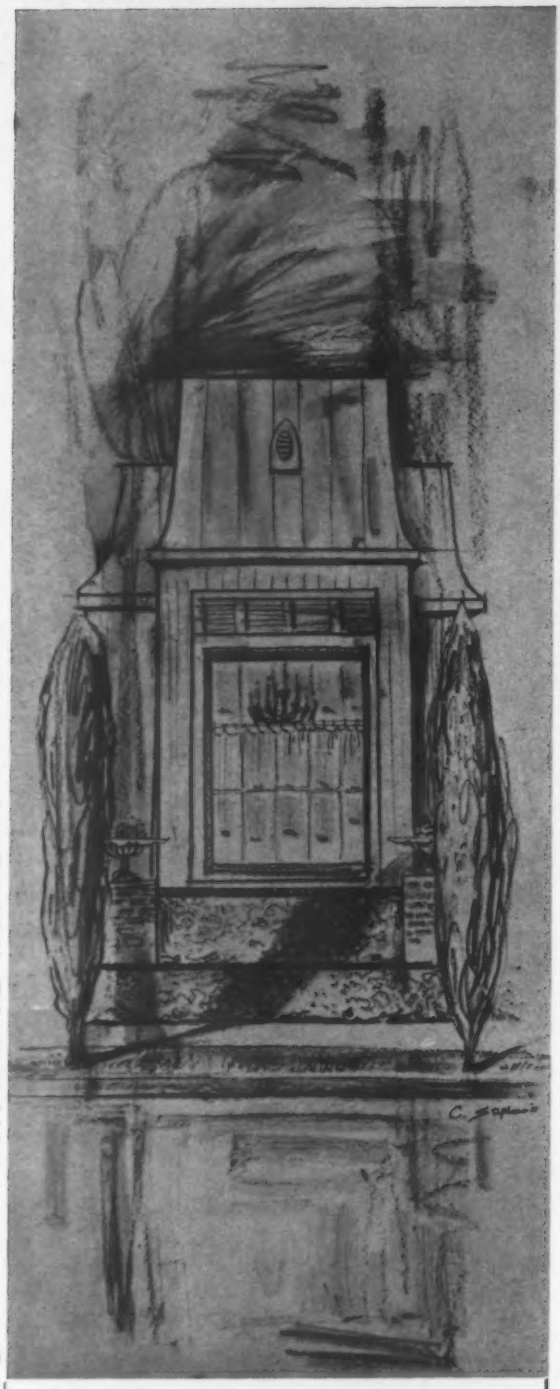


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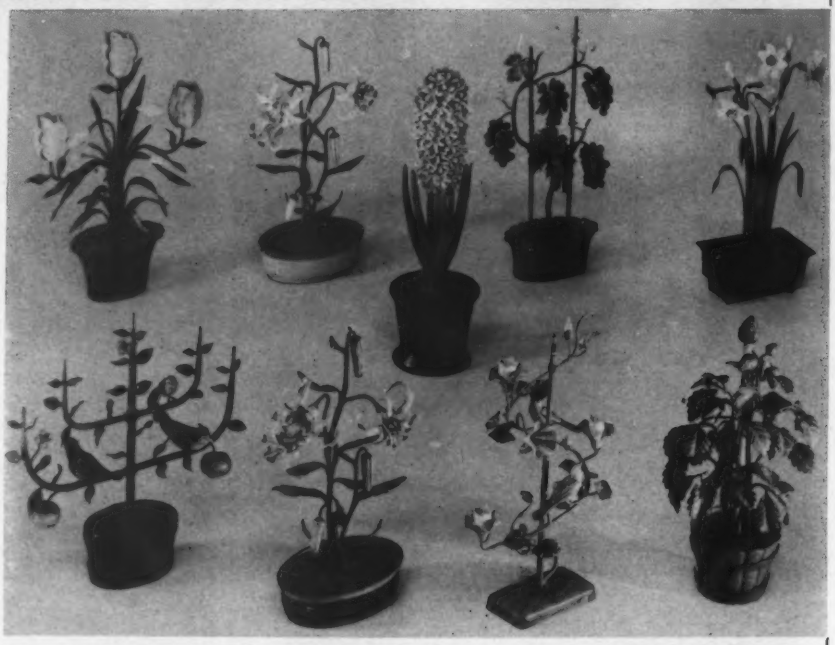

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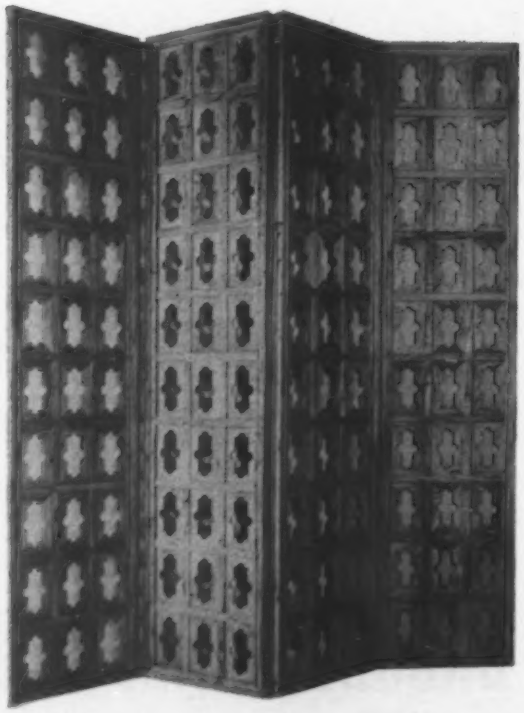

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33" H 26" W 20" D

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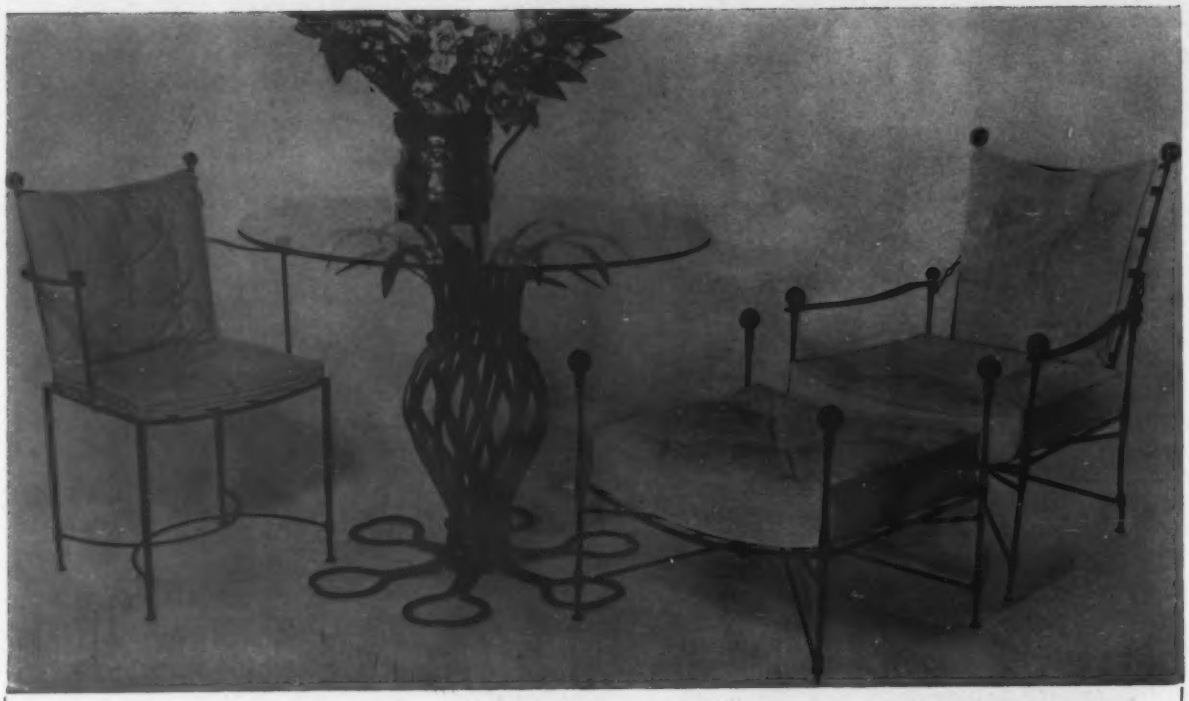

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## Letter from La Cienega Center

Dear Mary:

Well, here I am in California at last. This was a very hurried trip because the firm didn't let Fred know about his having to attend the annual meeting until just two days before we left.

But anyway, dear, you remember I've been saving all those interesting brochures I've received from La Cienega Center all these years. And now at last I'm visiting all those intriguing shops and showrooms, when Fred thinks I'm out with the other company wives!

If you recall, there is always a map on the front page of the L.C.C. booklet, so with the last issue in hand I started on my way. They call La Cienega "The Boulevard of Style" and they're so right. This wide, tree planted street is just crammed with decorative sources. Wholesale showrooms and antique dealers and workrooms like you've never seen. You know how difficult it is for us clear up in Buffalo to find things and here these lucky decorators in Los Angeles have it all practically served up on a platter.

Before I forget, tell Mrs. Balter I've ordered her bedroom lampshades. They'll be shipped from Marro Lamps so be on the lookout. Try as we certainly did, we never found anyone to make those laminated silk gauze shades, but here I found an artist! While I was at it I bought a string shade that will be perfectly yummy on your desk lamp. A present from me to you and I'll just love throwing that old parchment job in the ash can!

Spencer & Company, a showroom featuring office furniture for many years, have brought out—just today too —a new group of residential accent pieces called "Regent Row". It's just the right scale for our apartments and I'm sure we'll use it often. It comes in painted finishes such as tile red and old blue, which is a switch for our clientele.

I spied another shop with a very smart huge and black awning swooping clear down from the roof line. Everyone does much with awnings out here and we must remember it when we have a client with a bit of imagination. Well, anyway I mosied over and ran right into the West Coast Showroom for Mottahedeh and a lot of wonderful California made lines of accessories. Hugh Brackenridge, a native Californian, and Orin Taylor were perfectly charming and I felt like it was old home week.

The boys at B & T (as everyone seems to call them) urged me not to pass up two antique shops in the next block and I'll always be grateful to them. Ponthier-Boeken specialize in fine Dutch things and I found a raft of beautiful bureau desks. I'm sure one will be for Bill White's library so I took all measurements and prices.

Next door is Grace Ellis, one of the most charming people and who jokes about being called "Mother Superior of La Cienega". She's just turned 76 years old and when she's not keeping shop she's working in her garden! Maybe this is a good business after all. But aside from the social visit Mrs. Ellis has the most dreamy collection of French and Italian antiques. Everything reflects exquisite taste. A Neopolitan miniature chest of drawers all set in a mosaic of multi-colored glass strips and baguettes is just the piece de resistance for our favorite Mrs. Van Ripper so I took a quickie with my Polaroid.

Walking down the same side of the street I wandered into Bruce Barnes' shop. He specializes in lamps and shades and I fell for a handsomely mounted Italian wood carving. It's flat and gold and sort of leafy so you can stop worrying about that entry console.

This area just oozes with ideas. I do wish you were here but I'll try to fill you in when I get back. Don't for goodness sake let me forget to tell you all about Paul Ferrante's. First of all he does the most fabulously decorated windows. And if they don't finish you off you should see the inside. All sorts of things are combined from Oriental to Occidental to Indian but with a marvelous flair. Some antiques, some modern, some "20th Century Antiques" but all interesting.

Just about here I was famished and absolutely dead on my feet so had luncheon at the Bantam Cock. This is a charming restaurant at noon and I'm going to talk Fred into coming some night to dinner. He loves seafood and they do a thing with Abalone that you can only get here, so I'll probably win.

Keeping right on La Cienega, but down a block and across the street, and believe me I needed the walk after all that beautiful lunch, I went in to see Millie Hampshire who makes beautiful lamp shades, too. She thinks silk lined shades are about due for a return date so I promised to send her that blue of Peggy Swaffords. Out of all the myriads of trims I finally settled on one called Ocean Waves. I suppose just because it will remind me of the Pacific. When we need pleated linens this is the place.

Back up the east side of La Cienega again I was told not to miss two sources around the corner on Melrose Place. In a rather low, ranch style building, painted the most heavenly olive green is a showroom marked with the name of Frank Rogers. Upon entering you find wrought iron furniture, accessories, and many other things displayed in the manner of a well-kept retail shop. The patio planting is delightful and typical of that which can be done only in areas not limited by winter weather.

And just across is a Regency building that's very characteristic of this short street. Here is Elliott, Lindley & Youngblood, a firm producing fine custom lamps and shades. It was such fun visiting their studio which, of all things, used to be a Baptist Church. It's a beautiful example of smart remodeling with style and taste.

My time was running short because I had to meet Fred, but I just had to see Jane Ellis since I'd been watching her ads in Interior Design. There things are put together with a most original thought to color and design and I got several ideas I've noted in my little black book. She's planning and designing a whole new group of related furniture and accessories especially timed for presentation at our A.I.D. Conference in May.

Love,
Elizabeth

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They are sure to see what they like in our splendid collection of floor coverings — spearheaded by Gulistan Carpet, and including every color, every weave for every decor. Bring your clients to our convenient showrooms and browse at will!

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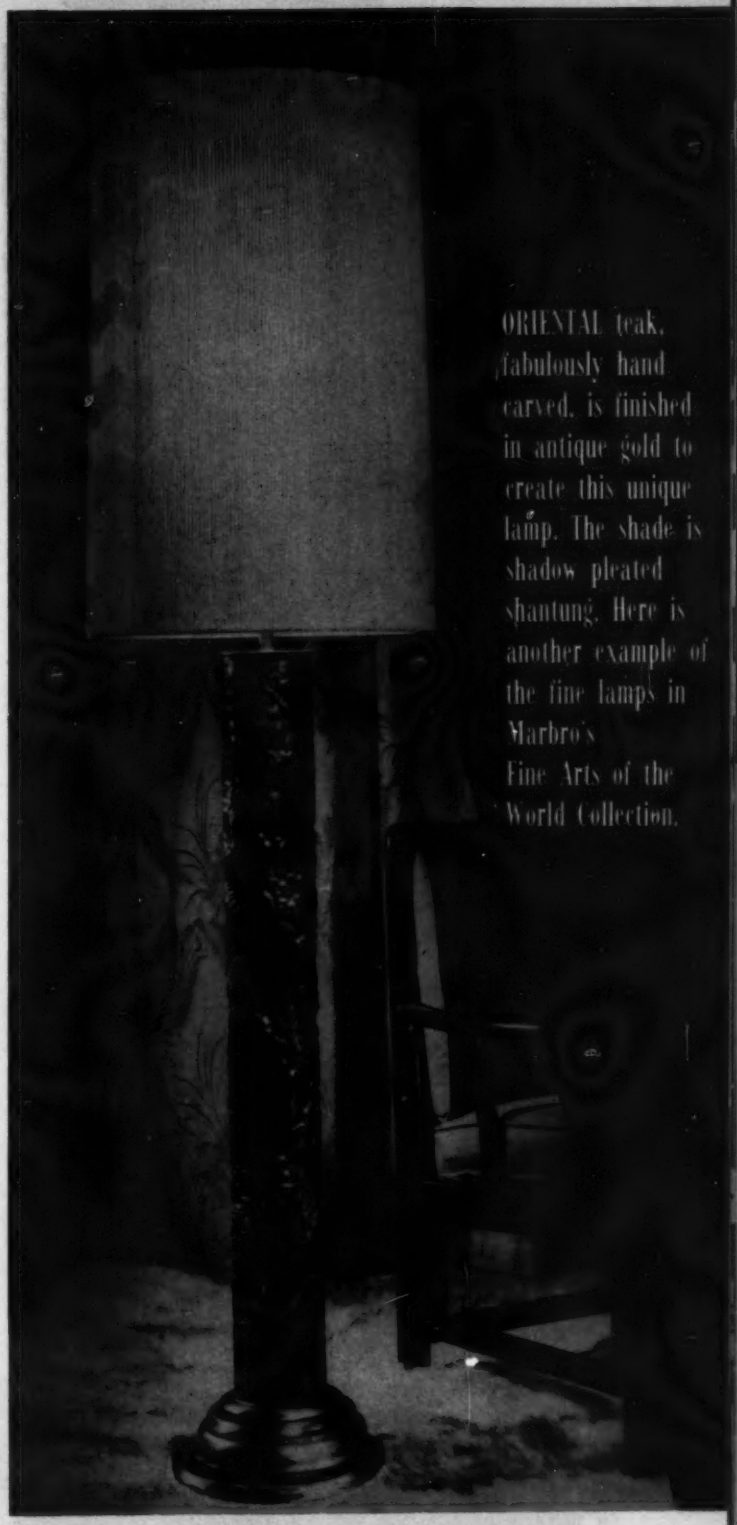

ORIENTAL teak, fabulously hand carved, is finished in antique gold to create this unique lamp. The shade is shadow pleated shantung. Here is another example of the fine lamps in Marbro's Fine Arts of the World Collection.

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**Lesini's Embroid-A-Wall**

Newest addition to the custom printed wallpapers and fabrics by Lesini, Inc., 14 East 53rd Street, New York, is a line called *Embroid-A-Wall*, which is an actual embroidery on any textured wallpaper. A wide variety of embroidered designs is offered, in both traditional and contemporary styles, including leaf and tassel patterns,

braid, fretwork, borders and all-over repeats. Designs are sold by the panel and are also offered with matching fabric panels on any choice of material. Colors, of course, are to the designer's specifications. As pictured here, Embroid-A-Wall is used in several variations of one design on textured grasscloth, in a setting designed by Janet Reisner Interiors, N.S.I.D.

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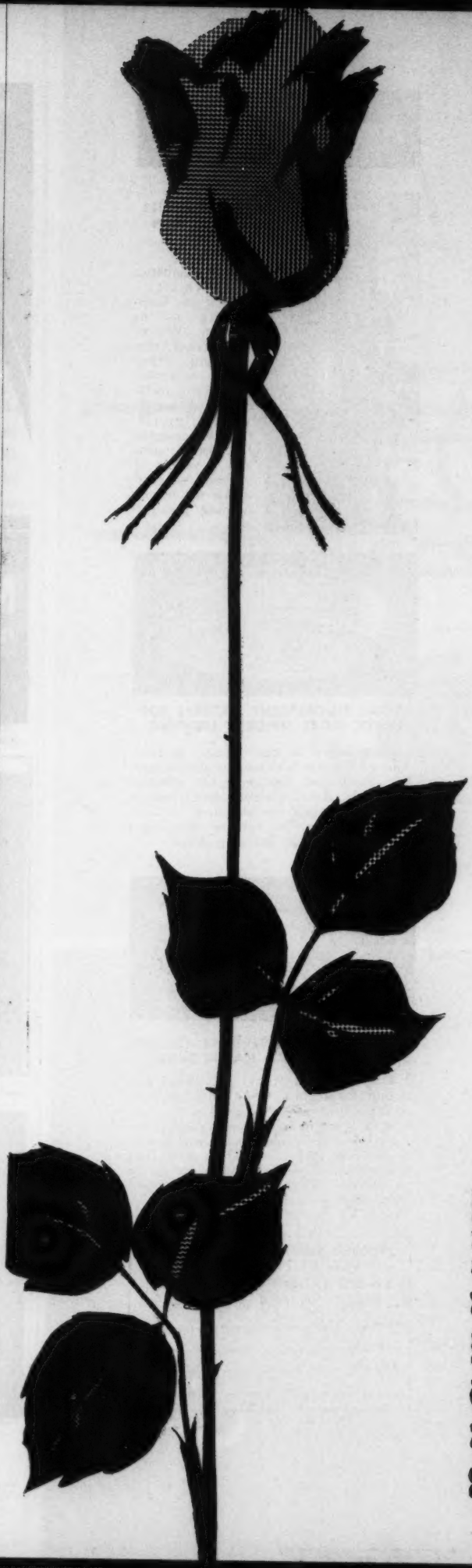
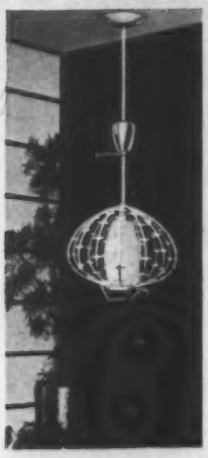


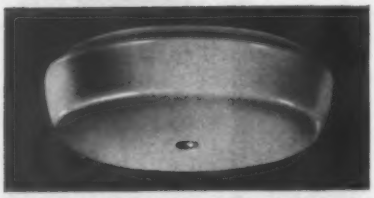
PAGEANT *Wallpaper Corp., 515 Madison Ave., New York 22, N.Y.*

## products of progress



**GALAXY SERIES CREATES NEW LIGHTING DRAMA**

Galaxy silhouettes capture the sparkle of shimmering moonbeams. White with brass trim highlights every color scheme. Matching pull-down, pendant and ceiling fixtures — designed for specific areas and a variety of purposes — coordinate the home's lighting personality.



**ASTRAL FLUORESCENT FIXTURES FOR BEAUTY, MORE EFFICIENT LIGHTING**

Medium-impact styrene diffusers in luminous white make both circline and straight-line fluorescent lighting more effective than ever. Astral rimless fixtures provide the built-in look so attractive in low-ceilinged rooms. No exposed metal rims solve the matching fixture problem.

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Heavy loop...wisps of random shearing in Indian Orange, Periwinkle, Moss Green and 11 others
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PL 3-9357

**Vinyl Upholstery and Fabrics**

A new color-coordination program combining vinyl and fabric materials and aimed at the furniture manufacturing trade was recently introduced by the Bolta Products Division of The General Tire and Rubber Company, Lawrence, Mass. The company demonstrated with several furniture pieces dressed in vinyls and fabrics, and a number of sketches showing various living room décor based on the same concept of correlation. Here, new vinyl colors, patterns and textures, developed by Arthur Brill and Jerry Reich of the firm's design staff, came into play resulting in furniture of new beauty and function. The company pointed out how by using coordinated *Boltaflex* upholstery vinyls on sides, arms, backs and trim of furniture the pieces become completely washable offering the consumer new-found freedom. With the development of new exciting colors and designs, the vinyl furniture market should gain greater acceptance in the major living room areas of the house.

**Gay Lighting Fixtures**

The Arco Lighting Center at 201 East 42nd Street, New York, introduces a new group of tôle lighting fixtures with the accent on decorative elegance. The designs, for residential or commercial interiors, include chandeliers and sconces in contemporary, French Provincial, Colonial and Regency stylings and are handcrafted and hand-

*Continued on page 269*

Interior and Exterior
Plant Designs
For Town and Country . . .
Planting — Maintenance — Rentals

the Greenhouse

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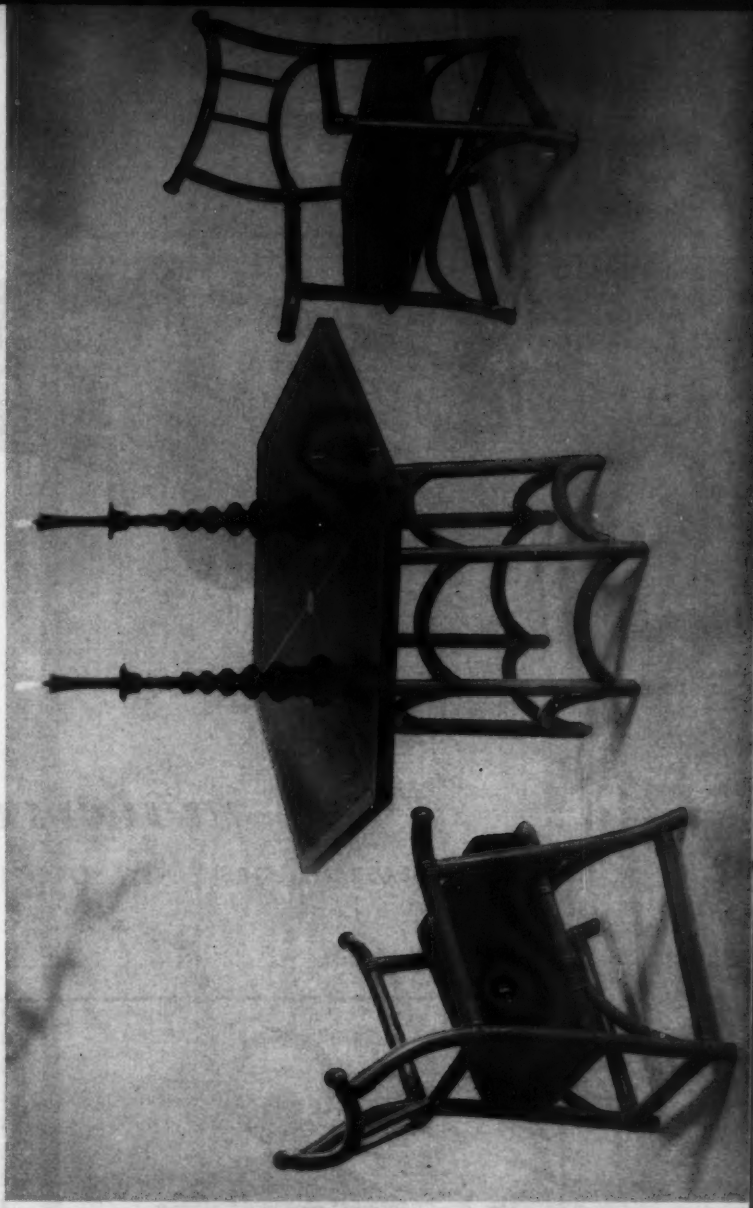

Pagoda Collection

designed by HENRY DUKO

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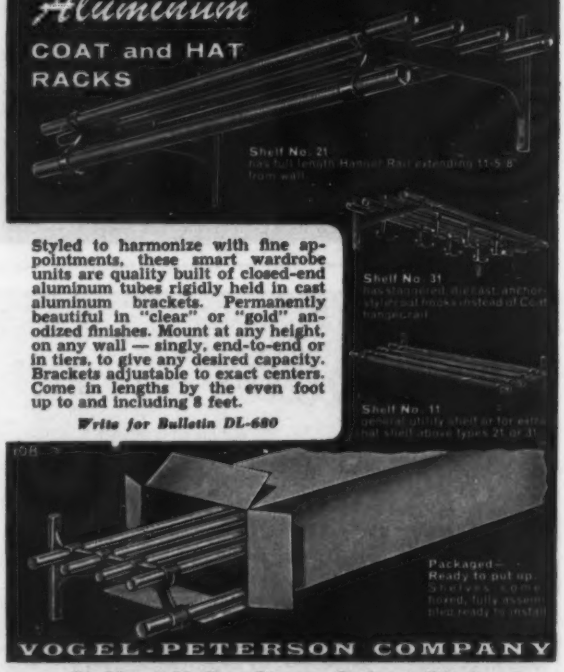
*Aluminum*
COAT and HAT RACKS




Styled to harmonize with fine appointments, these smart wardrobe units are quality built of closed-end aluminum tubes rigidly held in cast aluminum brackets. Permanently beautiful in "clear" or "gold" anodized finishes. Mount at any height, on any wall — singly, end-to-end or in tiers, to give any desired capacity. Brackets adjustable to exact centers. Come in lengths by the even foot up to and including 8 feet.

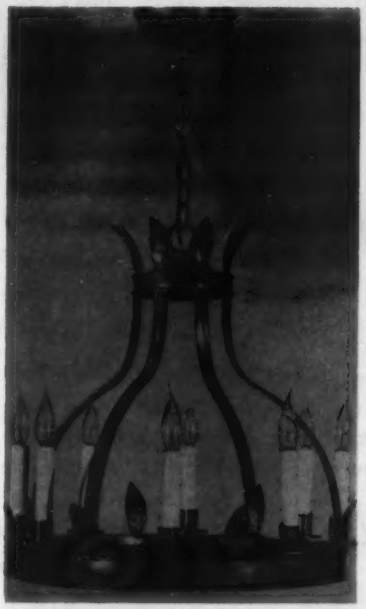
***Write for Bulletin DL-680***

VOGEL-PETERSON COMPANY

**Rt. 83 and Madison St. • Elmhurst, Illinois**

**MARKET**, *continued from page 267*

painted to size and color specification. One of the most dashing is a six-light chandelier called *Montmartre* which combines drapery and tassels in a gay color combination; *Jerain*, in the same mood of festivity, features a charming bouquet of flowers; *Dauphin*, illustrated, is unusually graceful with a crown of eight lights punctuated by leaf design.



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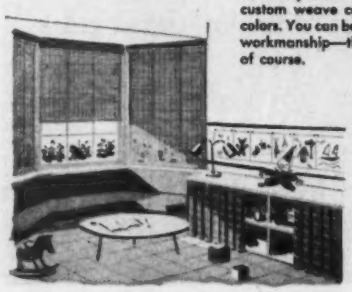

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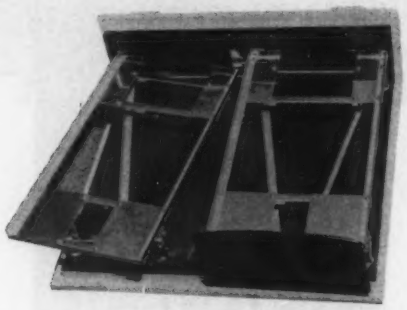
**New Bed Frame**

The Warco Patent Bed Company, P. O. Box 338, Delaware, Ohio, has introduced an ingenious new bed frame which enables mattress and springs to be moved away from a wall without the frame touching the floor. This is possible because the Warco frame is in two parts: a lower frame that remains stationary and is mounted on adjustable levelers, equipped with non-marking rubber



cushions; and an upper section that glides on giant ball bearings over the lower part. Although the top frame swings freely from one position to another—so that bed making is easy even in the closest quarters—nothing moves on the floor, thus eliminating carpet and floor wear. The upper frame is self-locking in both open and closed positions but can be moved with only a slight

*Continued on page 273*

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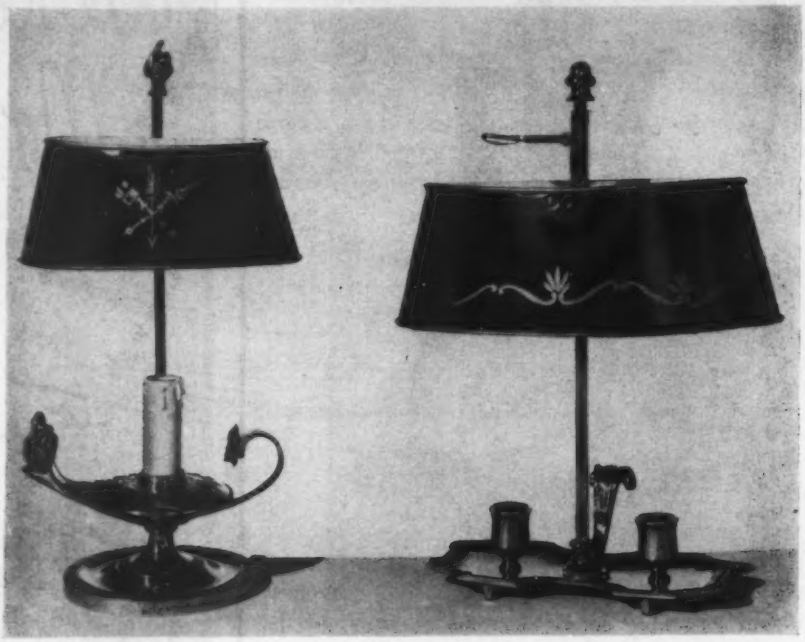

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**MARKET**, *continued from page 270*

extra pressure to start it out of its locked position. Each complete frame is reversible right or left; it can be used with or without head and footboards (headboards are attached to the stationary base frame, footboards to the movable upper frame), with twin, double or single size beds. The illustration shows two base frames complete with two top frames, one in open position, the other (with footboard) in closed position. Frames are shipped K.D. in heavy cardboard containers. For brochures and further information, write Warco at the above address.

**Venetian Furnishings At Auction**

Liquidation of the entire stock of Venetian furniture and accessories of Dinolevi, Ltd., (of New York, Venice and Florence) will be held at the Parke-Bernet Galleries, Inc., 980 Madison Avenue, New York. Part One will be held March 24, 25 and 26, with two additional sales to follow. The fine selection of Venetian painted furniture includes secrétaires, commodes, cabinets, occasional tables and chairs, many decorated in the 18th-century taste; there is also walnut and olive wood furniture in the styles of

the period, including a number of antique pieces of high merit. The entire collection comprises a variety of decorative items, mainly of Venetian inspiration for both interior and garden, including torchères, altar candlesticks, lecterns, Nubian figures, wall mirrors, Venetian glass chandeliers and sets of wall sconces, as well as garden and terrace furniture, Bassano faïence, Venetian porcelains and majolica ornaments.

*Continued on page 274*



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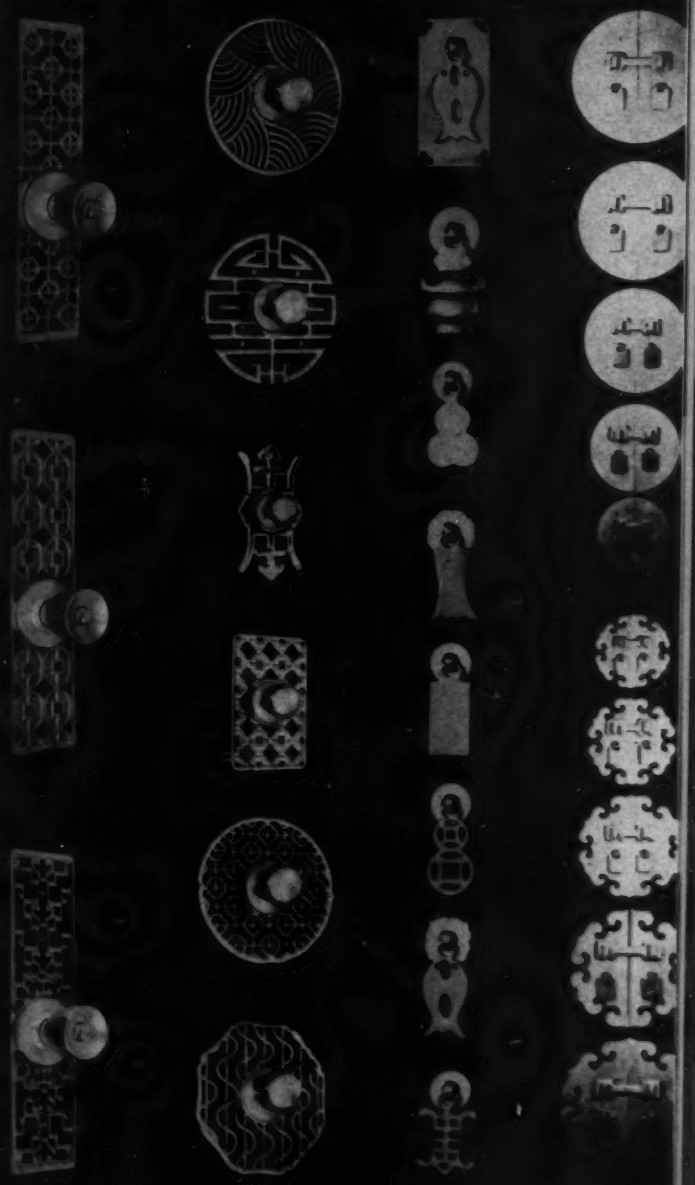

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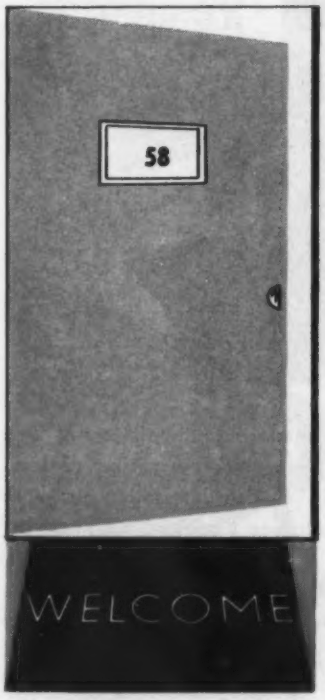
color and mood with the rest of the room, include floor, table and wall models. For example, for the Oriental room you may order an asymmetrical arrangement of exotic water lilies in a simple ceramic bowl. Contrasted to this, the custom-made tree illustrated, 56″ tall, has a cedar pole entwined with philodendron leaves.

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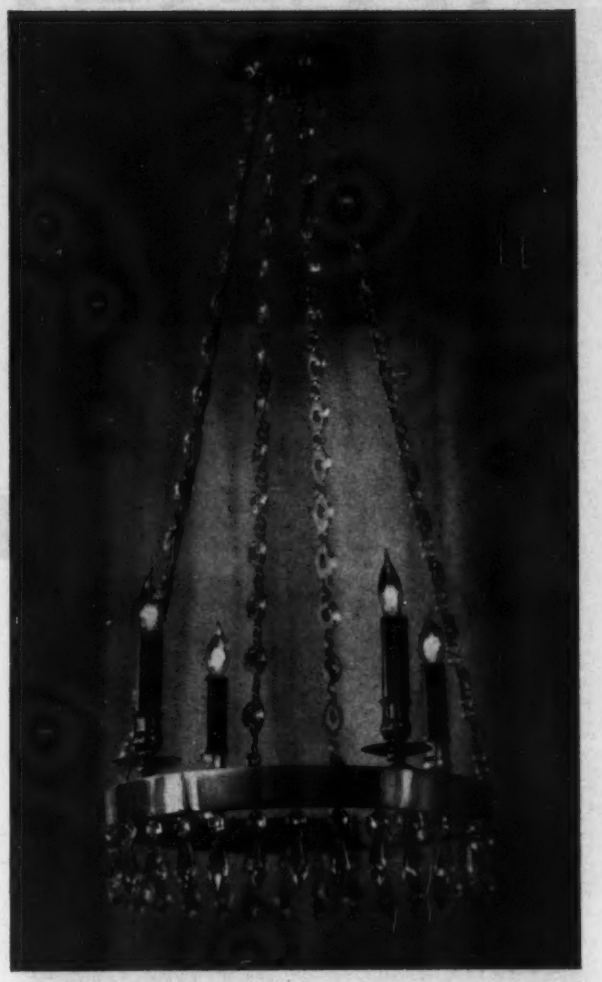

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Flexibility of design, based on a range of materials and sizes, is the special feature of an attractively priced, multi-unit, contemporary cabinet system by Creative Interiors, 704 Summit Avenue, Jenkintown, Pa. Available in beautiful oil finish walnut, the component parts consist of a *ladder-strut* floor-to-ceiling structure upon which rests different shelves and cabinets of diverse

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**News in Plastics**

The Pioneer Plastics Corp., Sanford, Maine, celebrates its tenth anniversary as manufacturer of high-pressure plastic laminates, with a new collection of woodgrain and decorative patterns. One of the most impressive of the woodgrains is *Rosewood,* which captures with amazing fidelity the grain's subtle shading and veining, available in natural, beige, fawn, charcoal, smoke gray, sandstone, and rancho. For special glamor, *Black Teak* points up the current interest in this exotic wood and comes in three other shades as well: natural, brown and ermine. The company offers two versions of walnut, a *Danish Walnut* and *Aztec Walnut,* both suited to modern and traditional interiors alike. Among the decorative qualities, *Goldspun* combines gold flakes with antique gold striations in an abstract effect of aqua, pink, yellow, beige and white. *Filigree* introduces a delicate gold veined leaf pattern on beige, white, aqua, charcoal yellow and red grounds, and *Lorraine* is a small-scaled floral, in yellow, turquoise, beige, charcoal, and Chinese Red.



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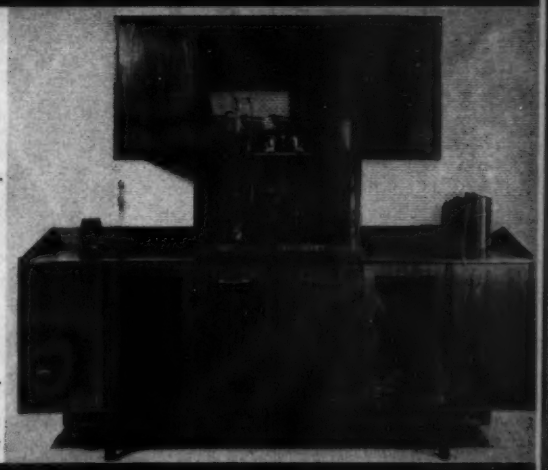

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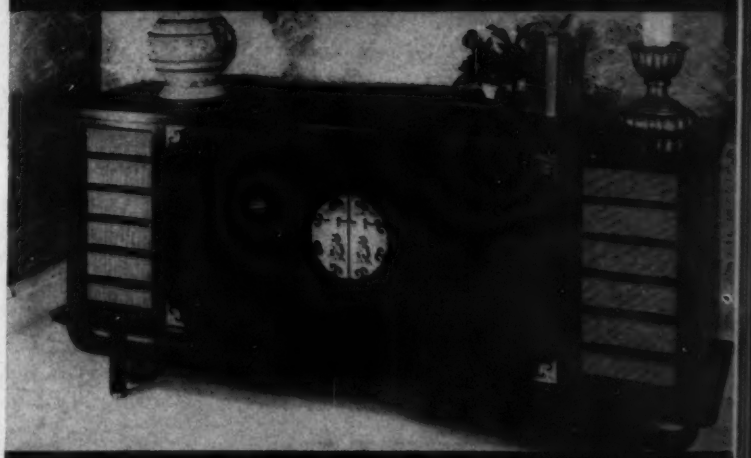
DESIGNS BY LEN ROTH



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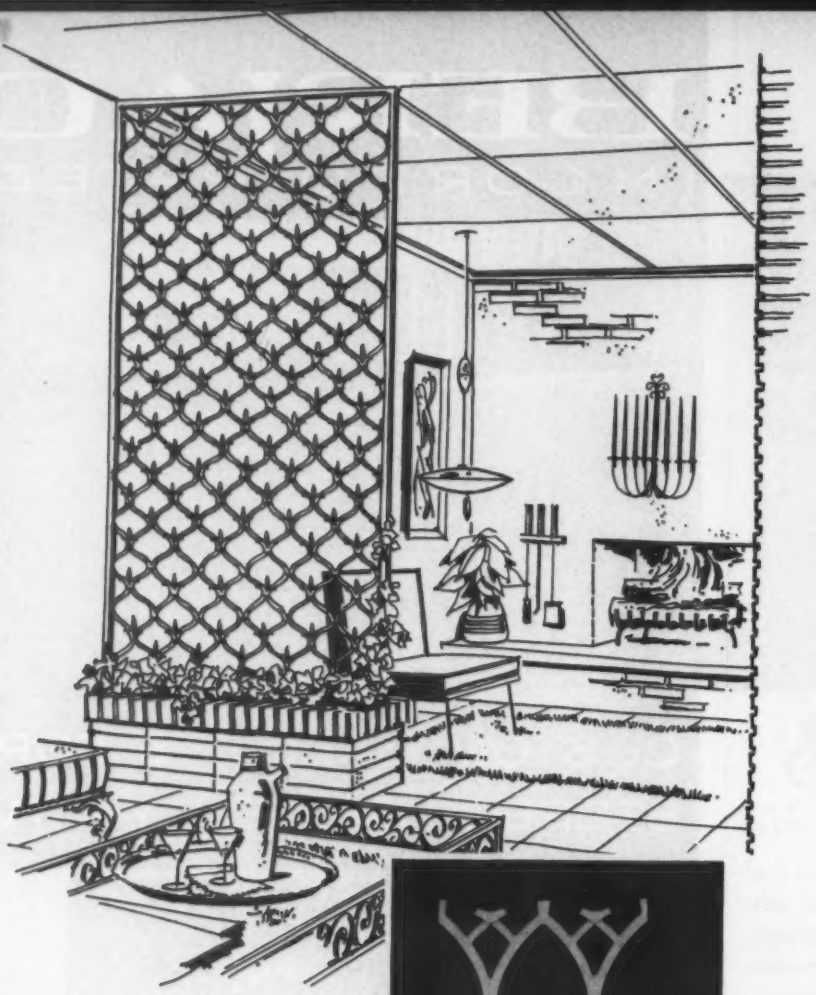
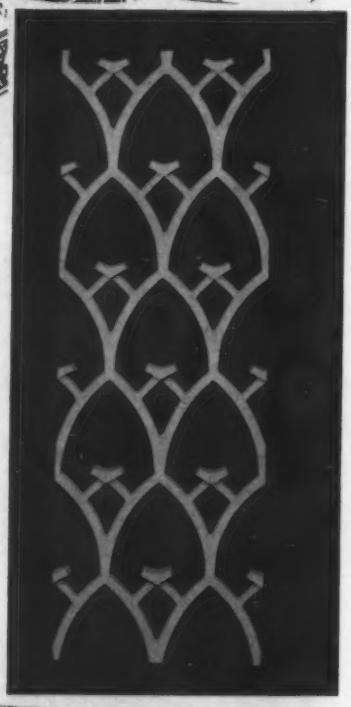


# Market Spotlight

*continued from page 277*

**Ornamental Grillework**

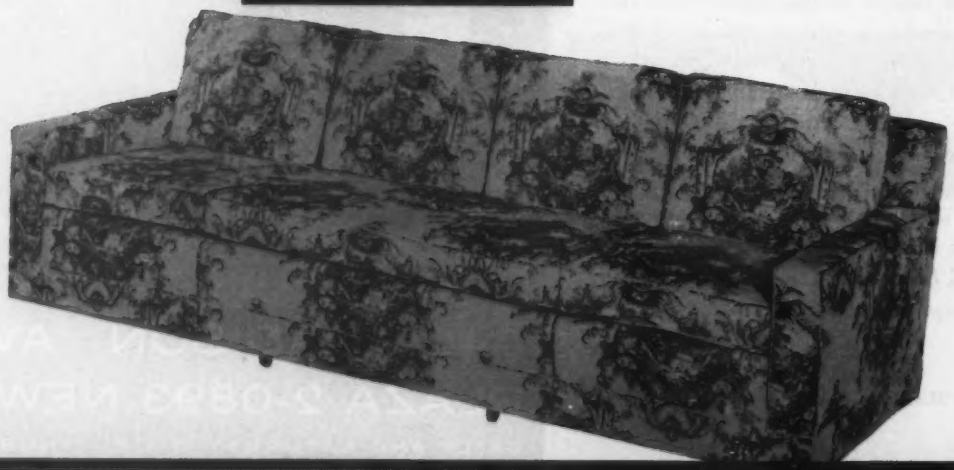
Two new exciting grillework patterns —for use both indoors and out—are added to the ornamental casting line of Julius Blum & Co., Carlstadt, New Jersey. Contemporary in mood, the designs, *Amsterdam* and *Canterbury*, can be joined vertically or horizontally to form screens, grilles, columns, railings and panels. The castings are made of non-shattering maleable iron for special permanence and are economically priced. Illustrated is *Amsterdam* used as a room divider to separate a living area from an adjoining terrace.

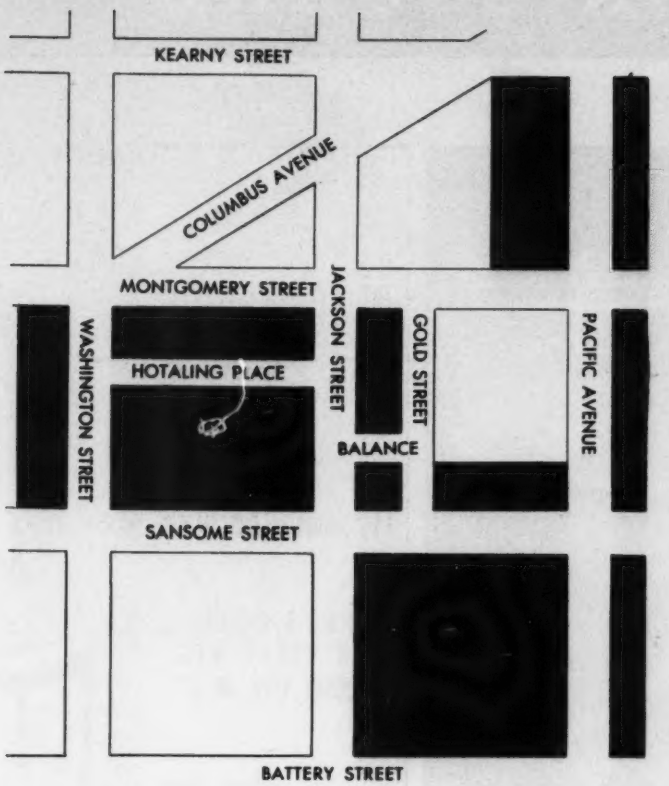


**Flexibility in Upholstered Pieces**

Unlimited flexibility is the keynote of a special collection of attractively priced upholstered furniture from the Chapel Hill Furniture Corp., Souderton, Pa. Edward Klein, creater of *Design Unlimited*, makes available chairs, sofas, loveseats and multi-unit sectionals in all periods with complete freedom of choice in sizes, shapes, arms, backs and base treatments. There are 19 arm styles, 12 back treatments, and 29 base designs including curved or straight fronts, and all stylings are interchangeable. Constructed with spring edges and hardwood frames, the furniture has upholstery of latex foam throughout with a choice of down or spring down cushions. Illustrated is a four-cushion, contemporary model noted for its simplicity of line and detail. There is a brochure available.

*Continued on page 300*



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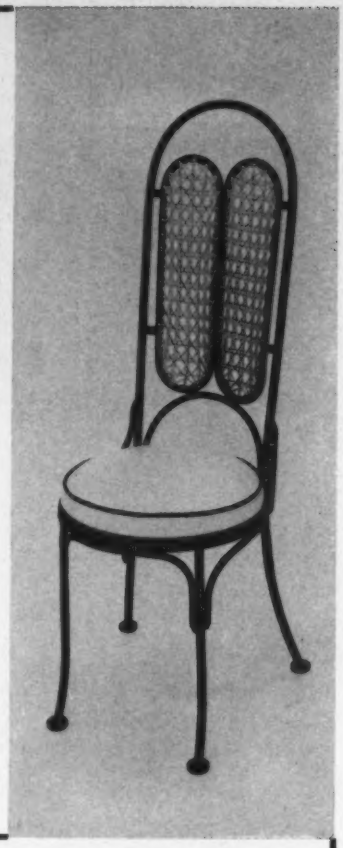

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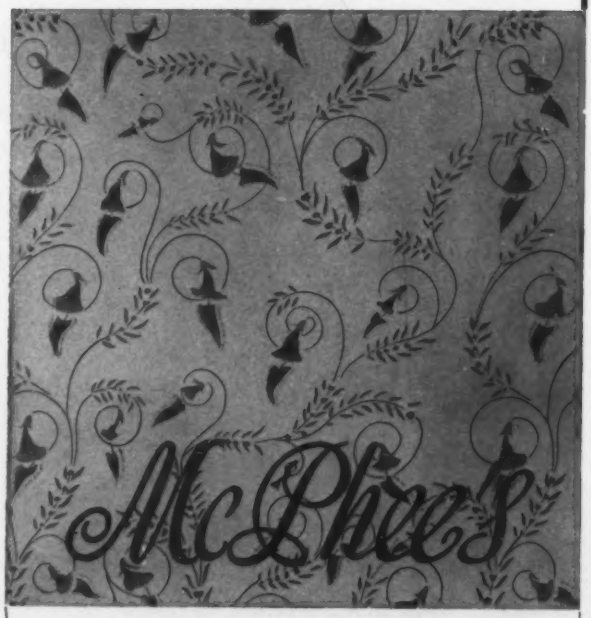


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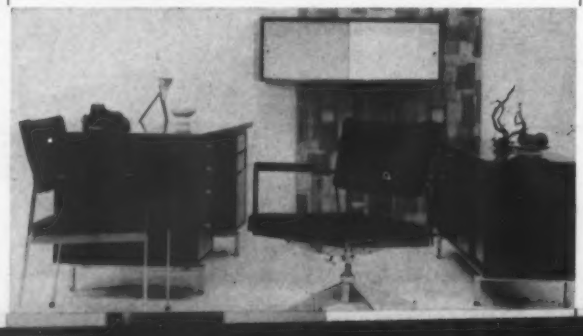

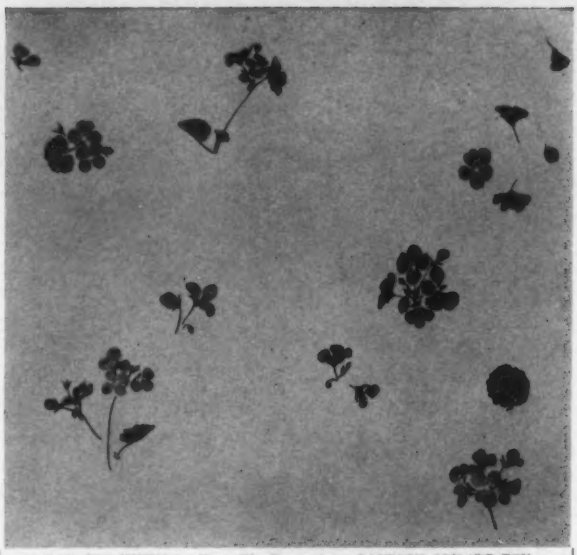

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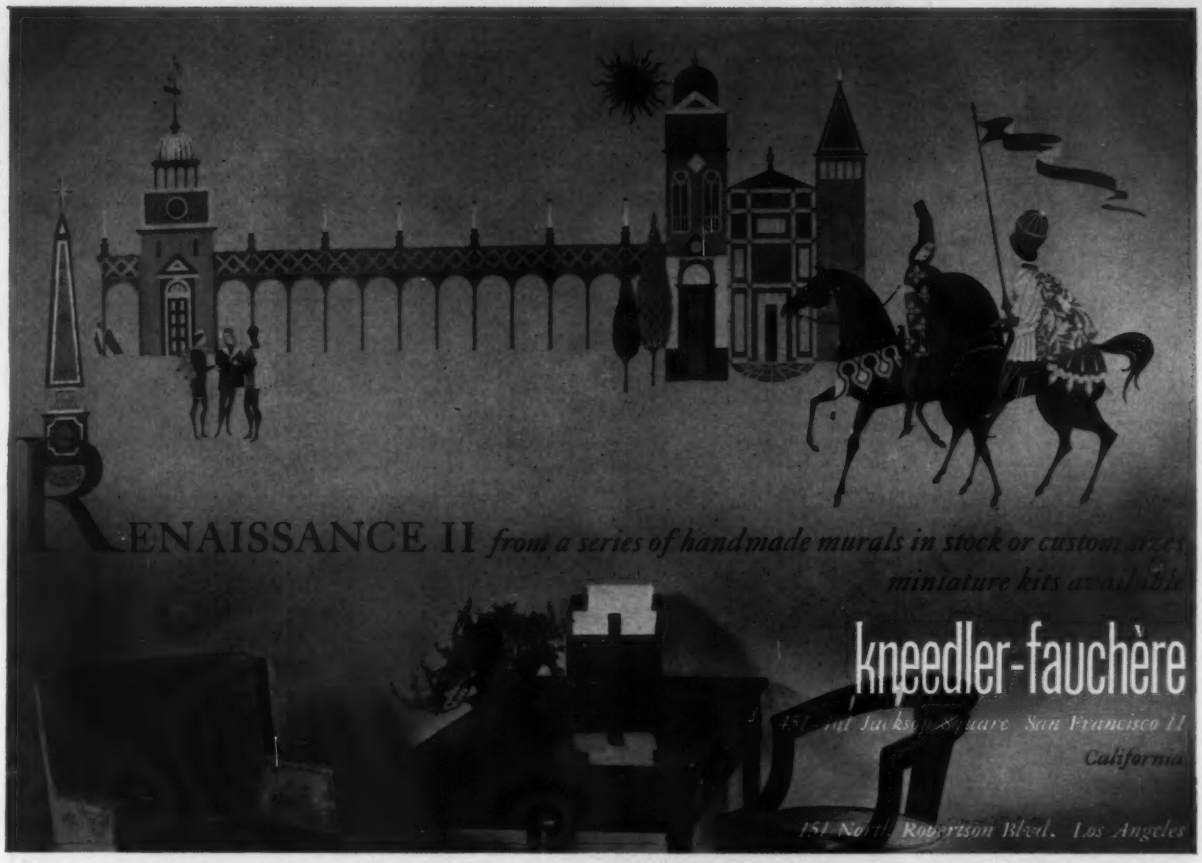


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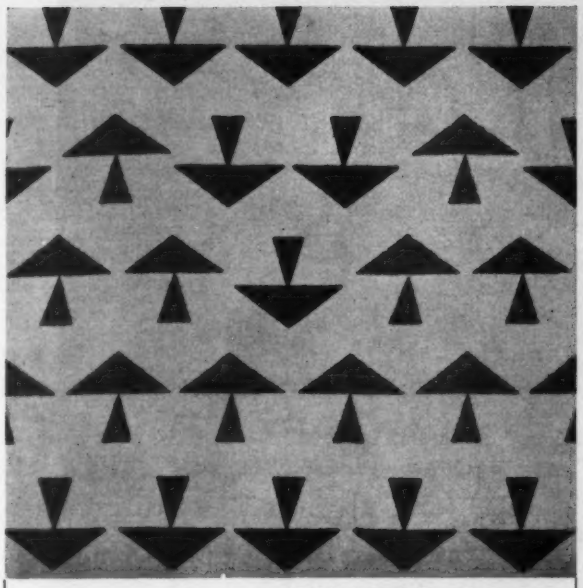

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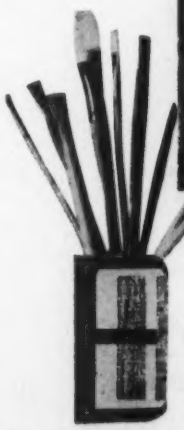

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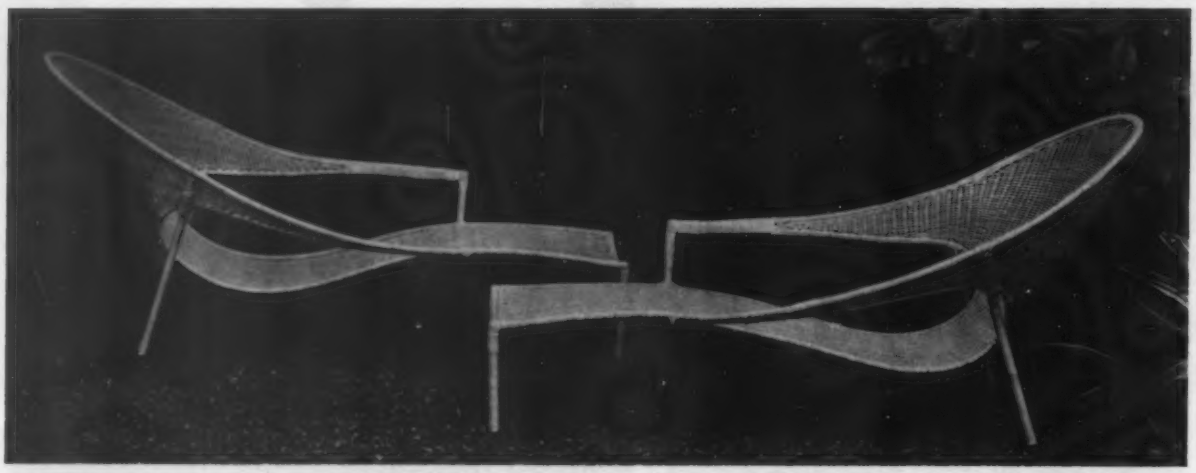

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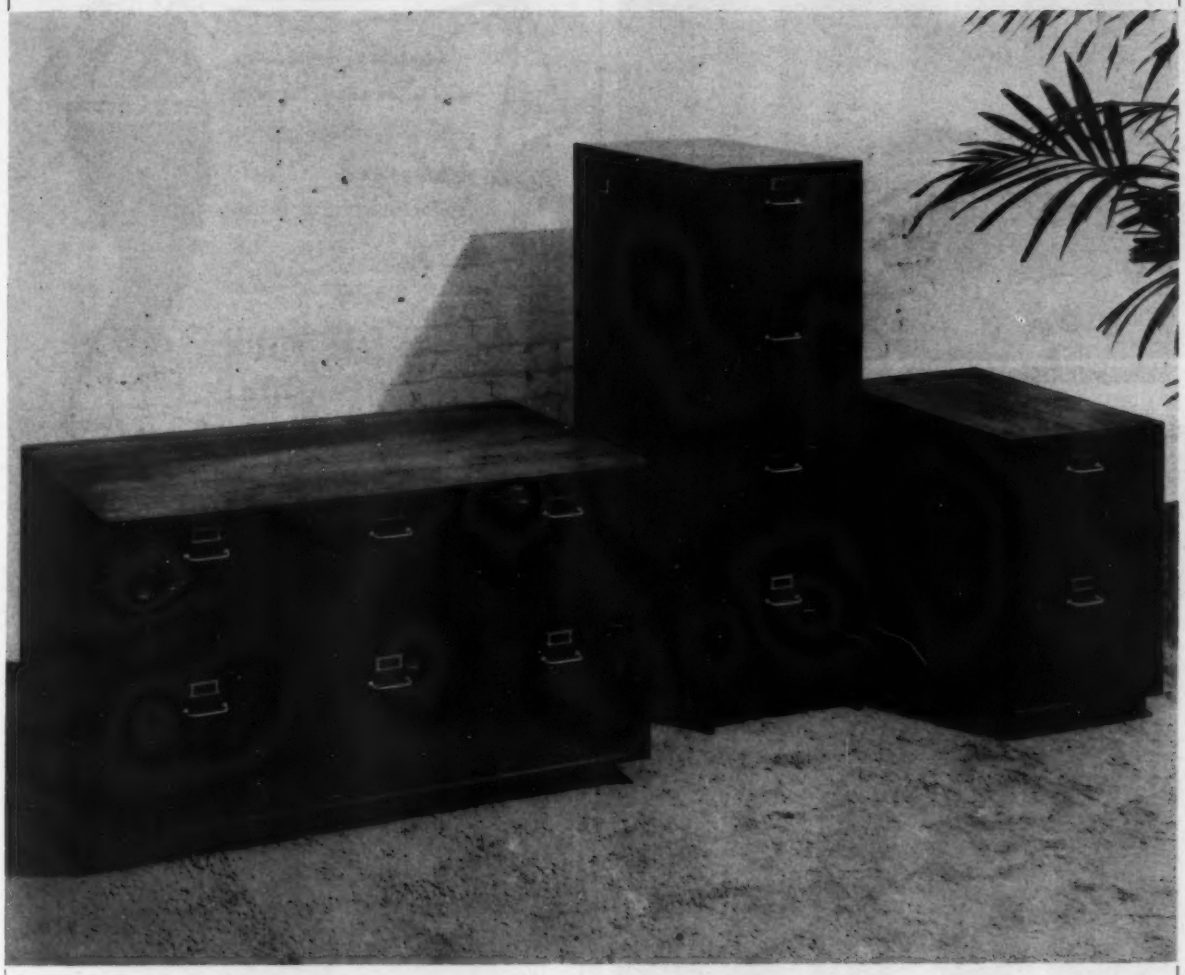

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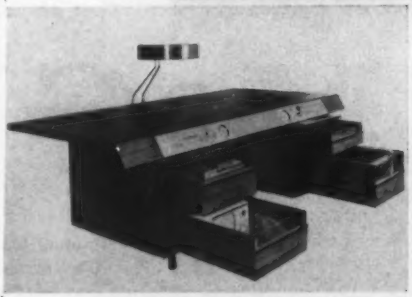

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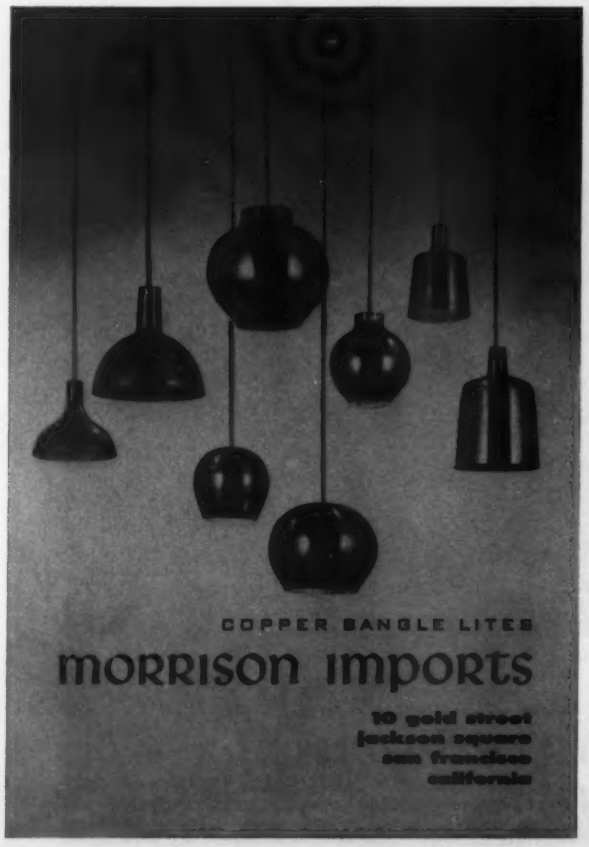

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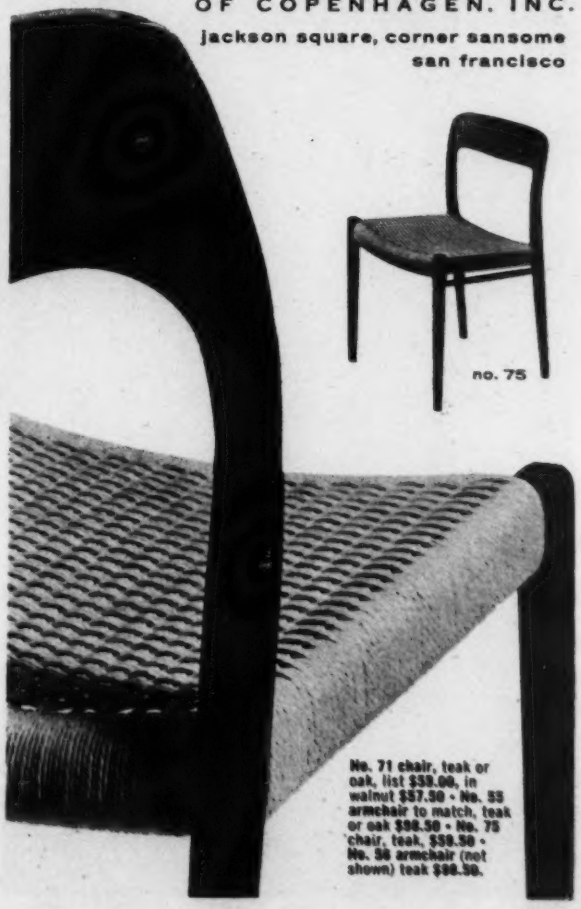


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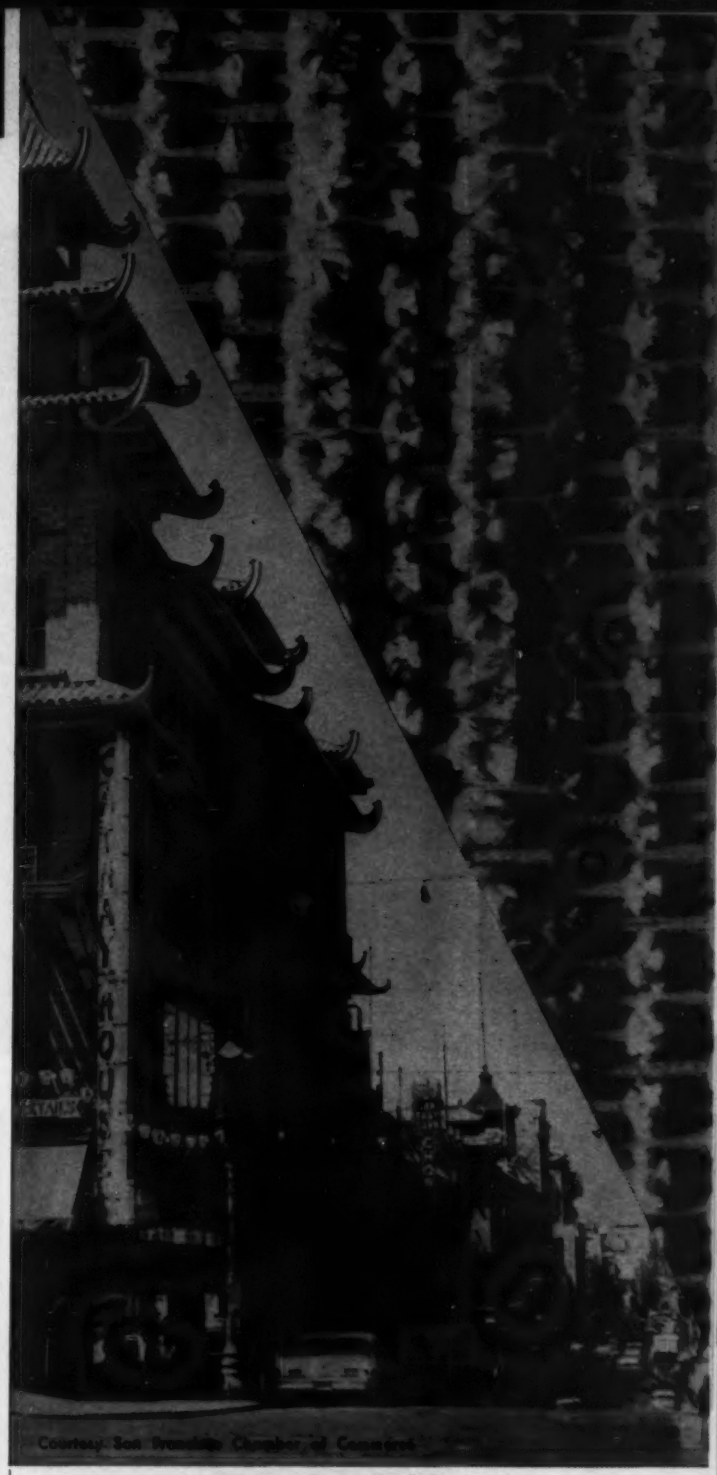

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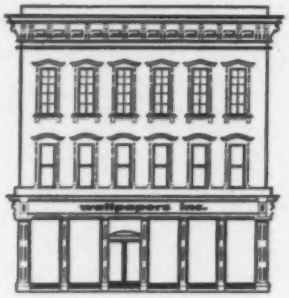


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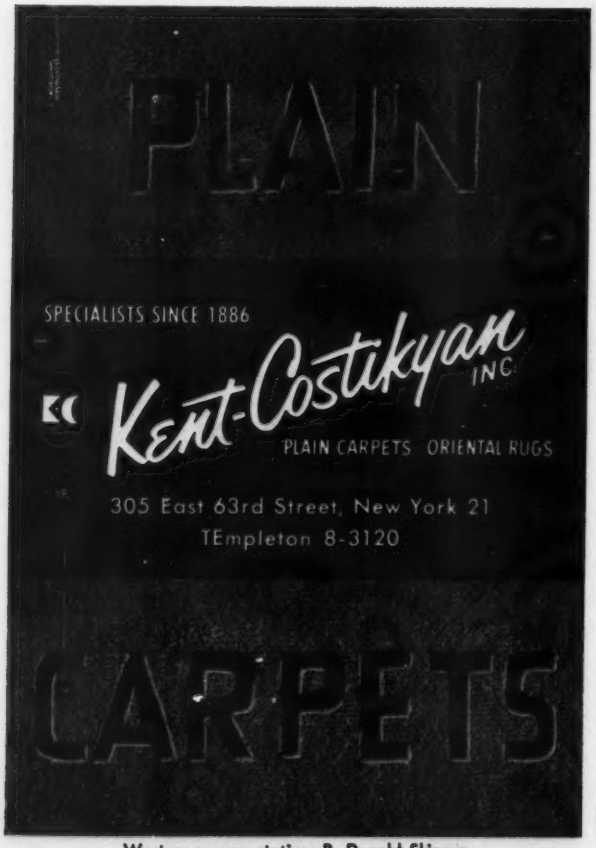



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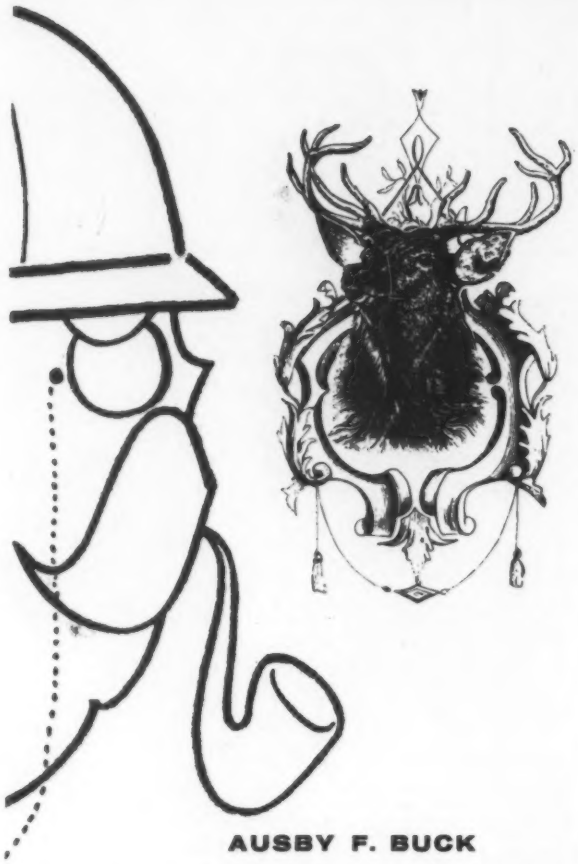

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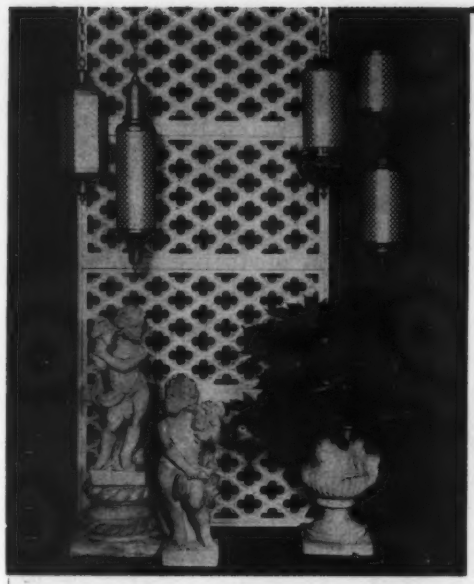

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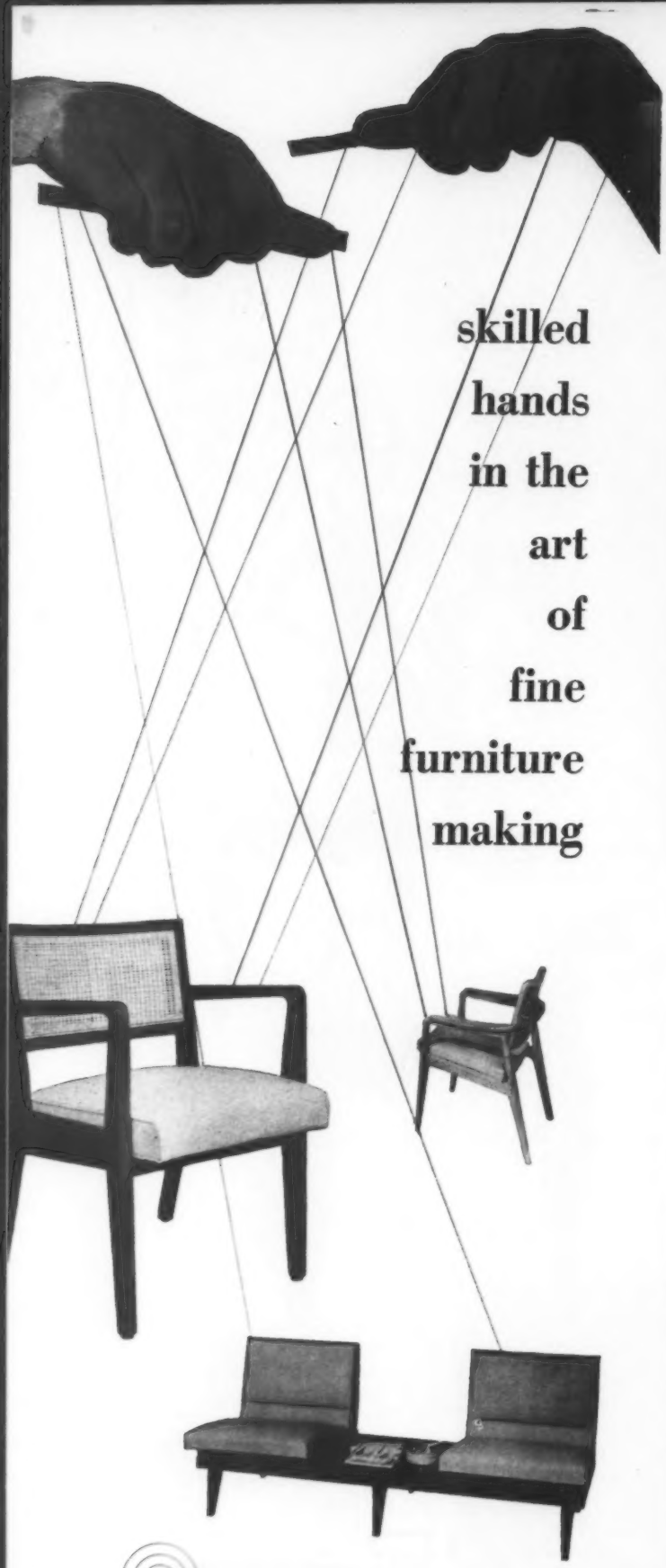


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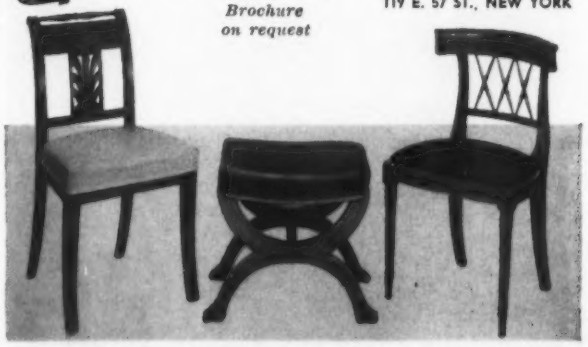

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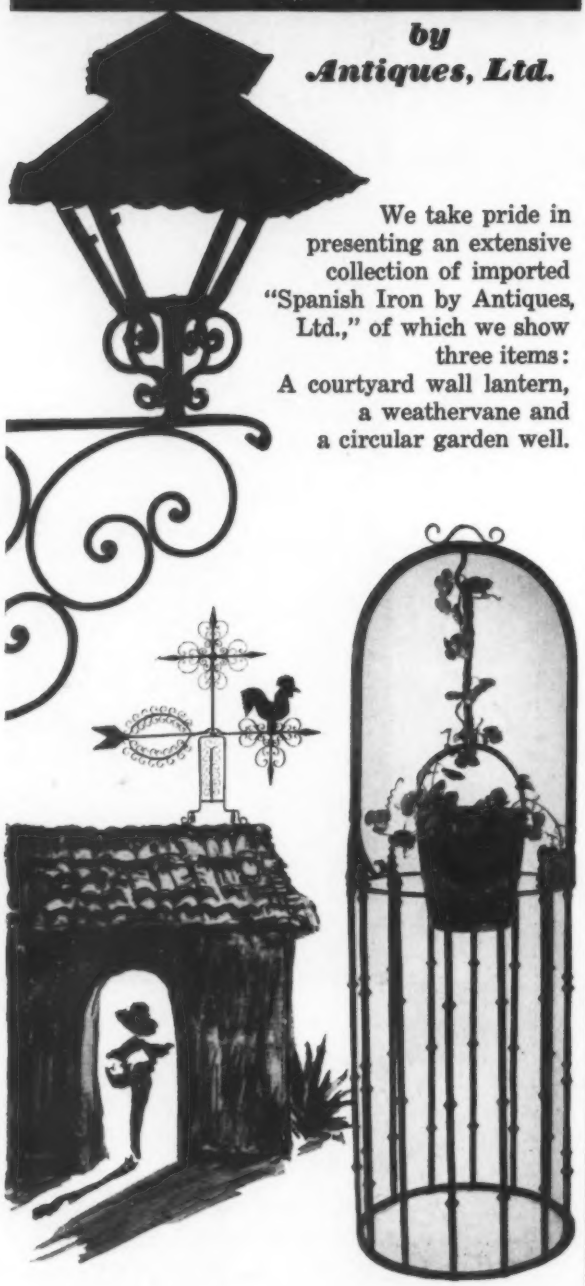

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## TRADE NOTES

### British Exhibition

One of the largest displays at the British Exhibition to be held in the New York Coliseum from June 10th to the 26th will be "Irish Linen for Modern Living in America." The exhibit will emphasize the versatility of Irish linen as used for table linens, clothes, towels and draperies. Featured will be table settings for all types of occasions ranging from formal dinners to afternoon bridge. The exhibition is sponsored by the Federation of British Industries and will be the largest display of industrial and consumer goods ever shown in America.

### Mahogany Awards

Winners in the first annual Mahogany Awards competition have been announced. The competition, which was for manufacturers of furniture classified as "Genuine Mahogany" or "Genuine Solid Mahogany," was designed "to reward manufacturers and designers who have stressed quality of craftsmanship and design in their work. Judges, comprised of leading dealers and editors who regularly cover the market, made their selections from actual samples shown at the October markets in High Point, Grand Rapids and Chicago. Awards were given in seven categories and were in the form of a mahogany "Obelisk of Achievement" carved by sculptor

*Continued on page 307*


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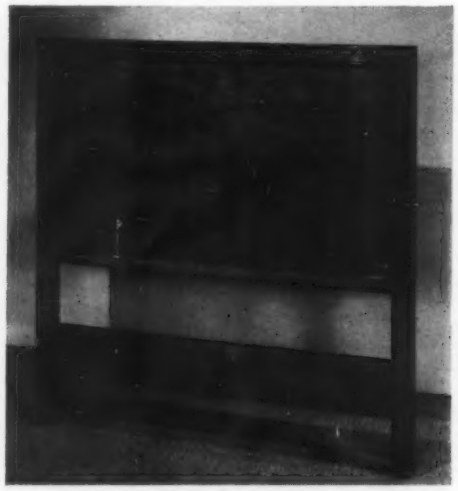

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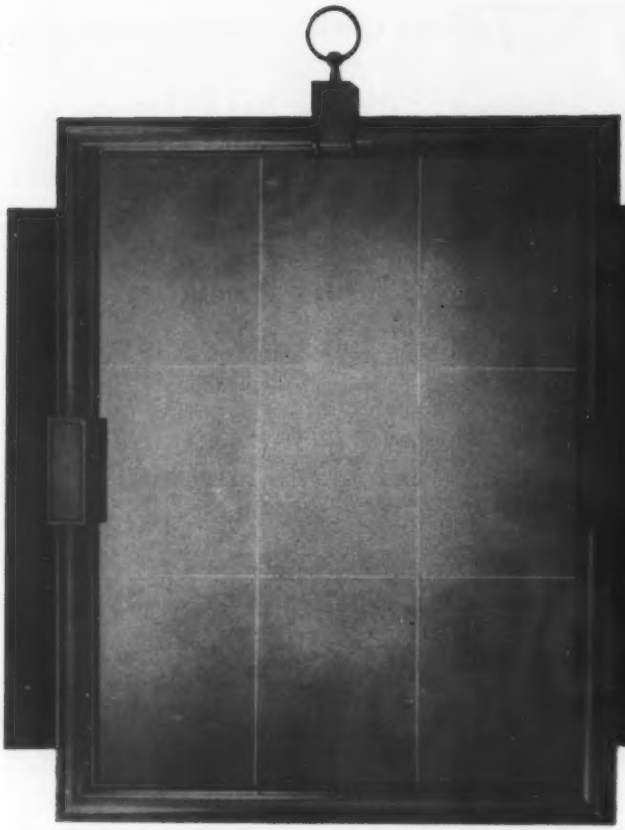

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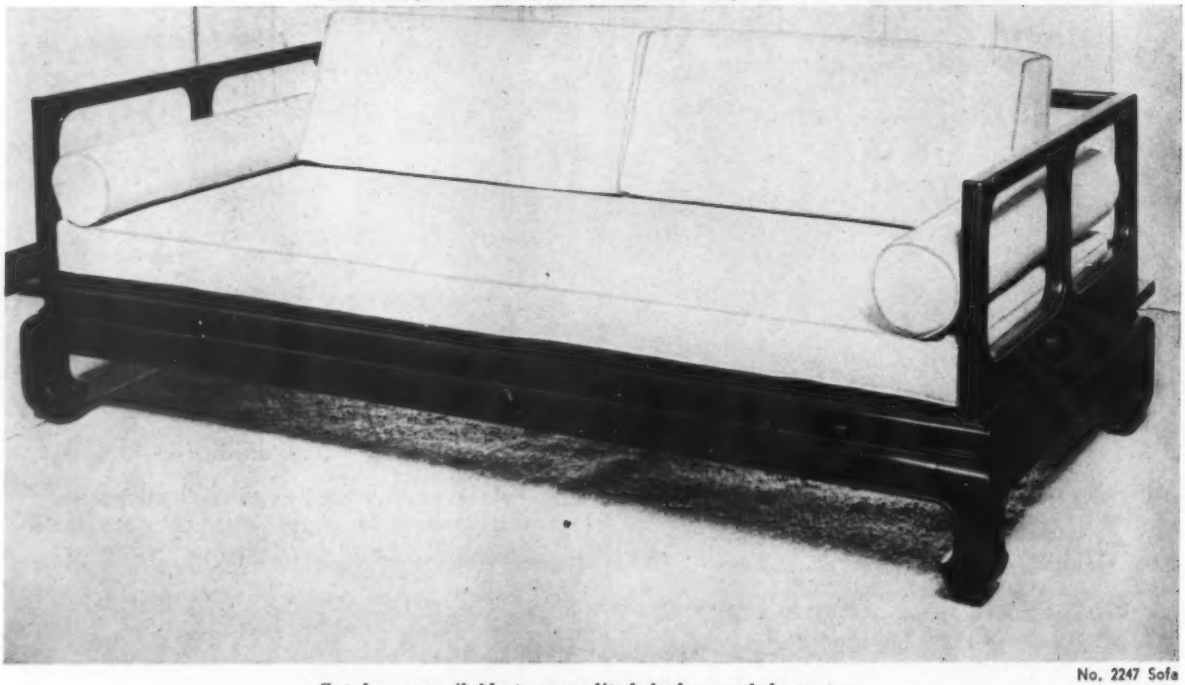

No. 2247 Sofa

*Catalogue available to accredited dealers and decorators.*

**VEIT FURNITURE CORPORATION,** 133 Broadway, Hanover, Penn.

**TRADE NOTES,** *continued from page 304*

Egon Weiner. Winners were as follows: Drexel Furniture Company for its "Triune" group designed by Henry and David Warren was selected for top honors among all categories and as winner in the correlated furniture category; American of Martinsville in the bedroom group category for its "Tomo" collection by Merton Gershun; Founders Furniture for its "Arcadia" dining room group by Jack Cartwright; Fine Arts Furniture of Grand Rapids

in the table category as designed by William E. Larson, Jr.; Morganton Furniture for occasional pieces as exemplified by "Tidewater" group by James R. Stanton and Claude Best; W. W. Kimball Piano Co., in the piano category; and the radio, hi-fi and TV award went to a cabinet designed by Charles T. Haight and manufactured by Heritage for Motorola. Shown here is a grouping from the "Triune" collection by Drexel.


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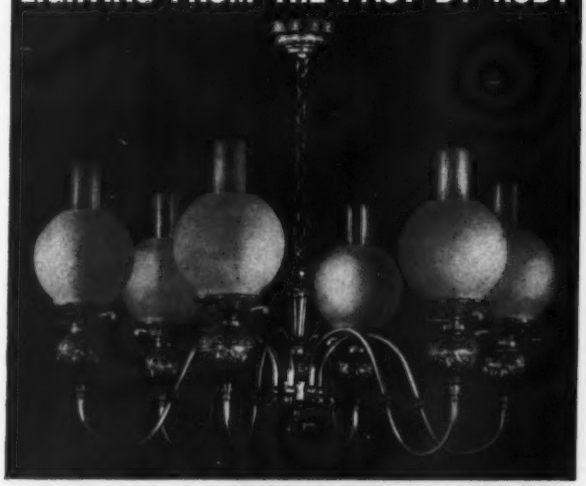

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**Du Pont at the Design Center**

One of the newest exhibitors at the Design Center is Du Pont's Textile Fibers Department. Their first exhibit, which opened in February, is a room setting designed by

Dorothy Liebes and featuring Masland carpet made of Du Pont's newest carpet fiber, "Orlon" acrylic fiber, draperies of "Dacron" and linen by Laverne, nylon upholstery fabrics by Boris Kroll. Furniture is by Probber.

**New Division at America House**

Preparatory to the launching of a new liaison service between American craftsmen and architectural and interior design professionals, America House has established a new division called Architectural and Interior Design Service. Mrs. Martha H. Munster, formerly with the Curon Division of Curtiss-Wright, is Director.


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**Baker Purchases Stembridge**

Officials of Baker Furniture, Inc., of Grand Rapids and Holland, Michigan, have announced the completion of negotiations for the purchase of the controlling stock of the Stembridge Mfg. Co. of Chicago. The reason for this acquisition, according to Baker's President Frank Van Steenberg, is to form an association with a manufacturer of high grade metal furniture and parts, comparable in quality and style with the furniture produced by Baker. The manufacturing operations of Stembridge will be continued in Chicago, and these facilities are planned to be increased as conditions warrant. In addition to its regular lines, Baker is now under way in production of a major group of executive office furniture made of a combination of fine cabinet woods and stainless steel. The present line of Stembridge "Top Brass" will be further developed and expanded.

**Auffray in New Location**

Auffray & Co., manufacturers of fine French furniture, have moved from the second floor to the street floor at 921 Third Avenue, New York. The new space offers expanded facilities for showing the firm's many additional new groupings and the showroom has been handsomely designed with carpeting by Mansion Carpets and wallpaper panels by Walls Today. Ruth Vitow, well known for her lamp shades and mountings, now occupies the second floor.


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**Manufacturers' Literature**

Hagen International's new working catalog of Scandinavian furniture includes 24 pages of cutouts which interior designers can paste directly onto presentations without destroying the completeness of the catalog. The pieces selected for cutouts are appropriate for use in hotels, offices, universities and other contract installations. Copies may be obtained by writing Hagen International, 501 Davis Street, San Francisco 11, California.

* * *

Century Lighting, Inc., 521 West 43rd Street, New York, has issued a new Architectural Lighting Catalogue presenting four basic interior illumination categories: Downlighting, Diffuse Lighting, Wall Lighting and Accent Lighting. Within each category it shows the several types of fixtures available.

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Jay Lighting Mfg. Co., Inc. of Brooklyn and New York, has issued Supplement 60A illustrating 54 of the most recent additions to the Jaycandescent line of ceiling and wall fixtures. Address inquiries to Dept. P260, Jay Lighting, 5 East 35th Street, New York.

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Beemak, Inc., 8445 Melrose Avenue, Los Angeles, has just published a handsome 92-page bound catalog illustrating the firm's outstanding collection of brass lamps, lanterns, hardware and accessories. Copies are $2.00 each.

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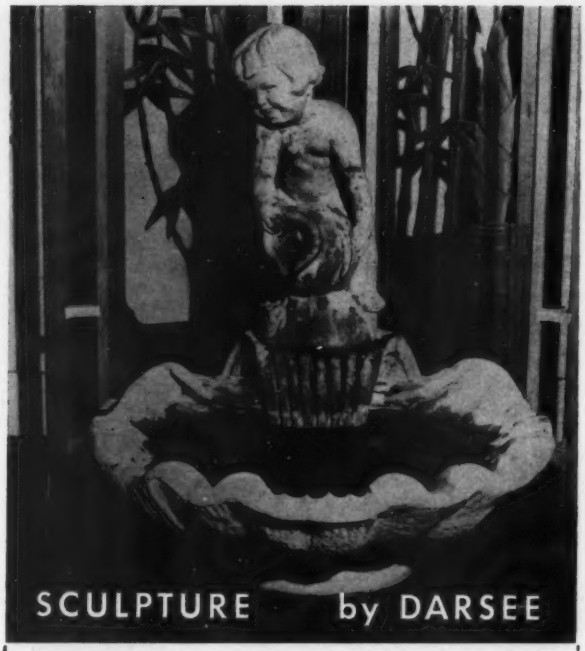


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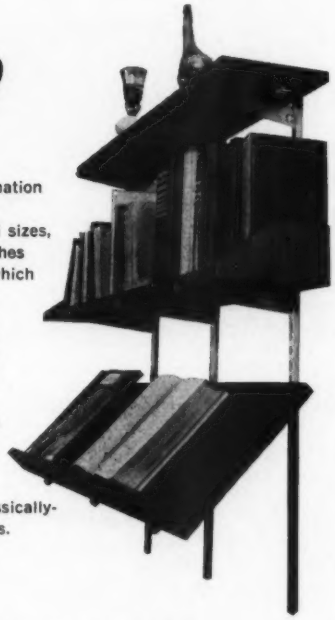

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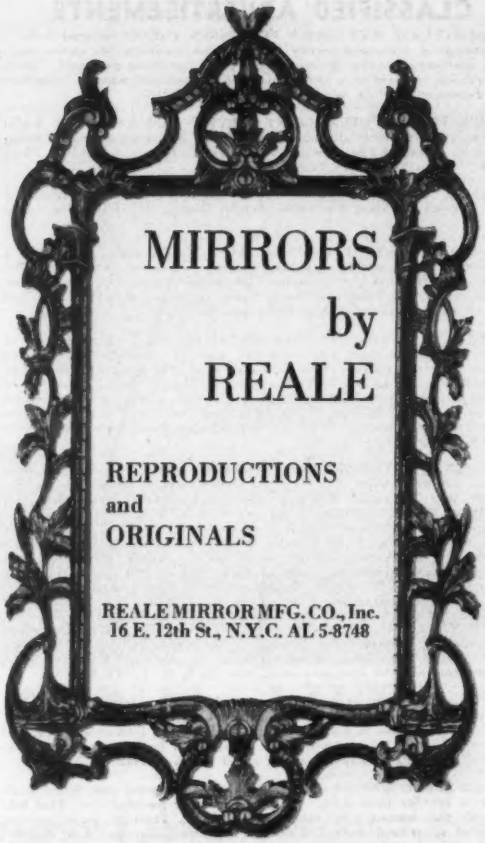

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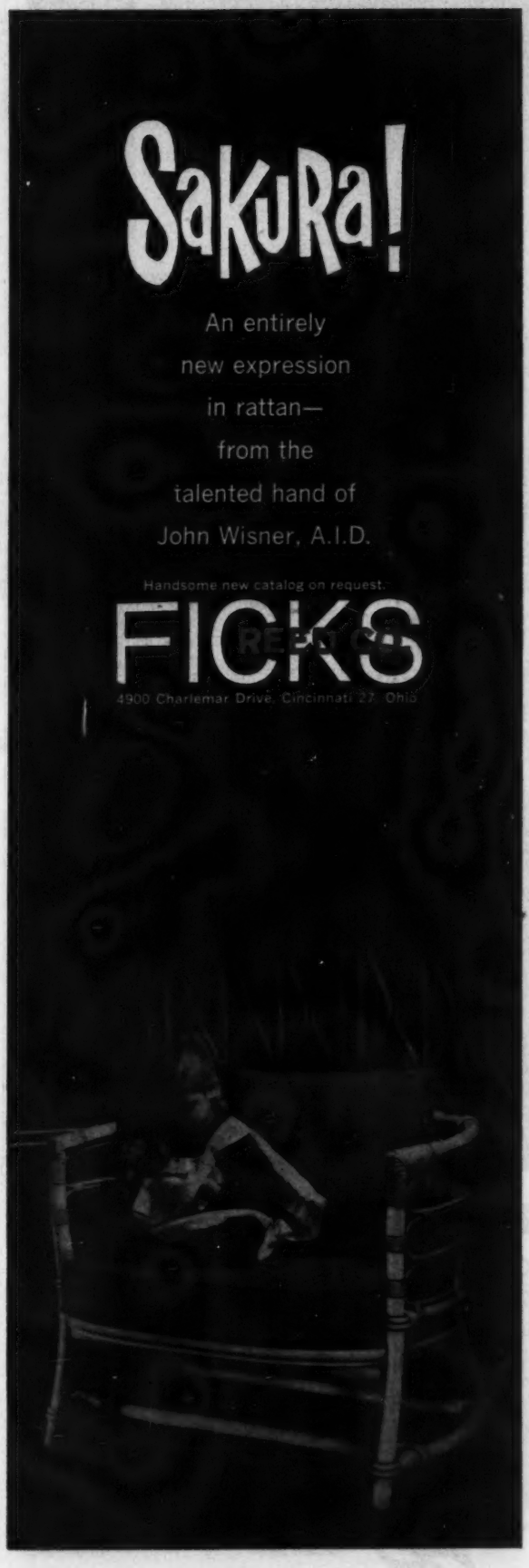

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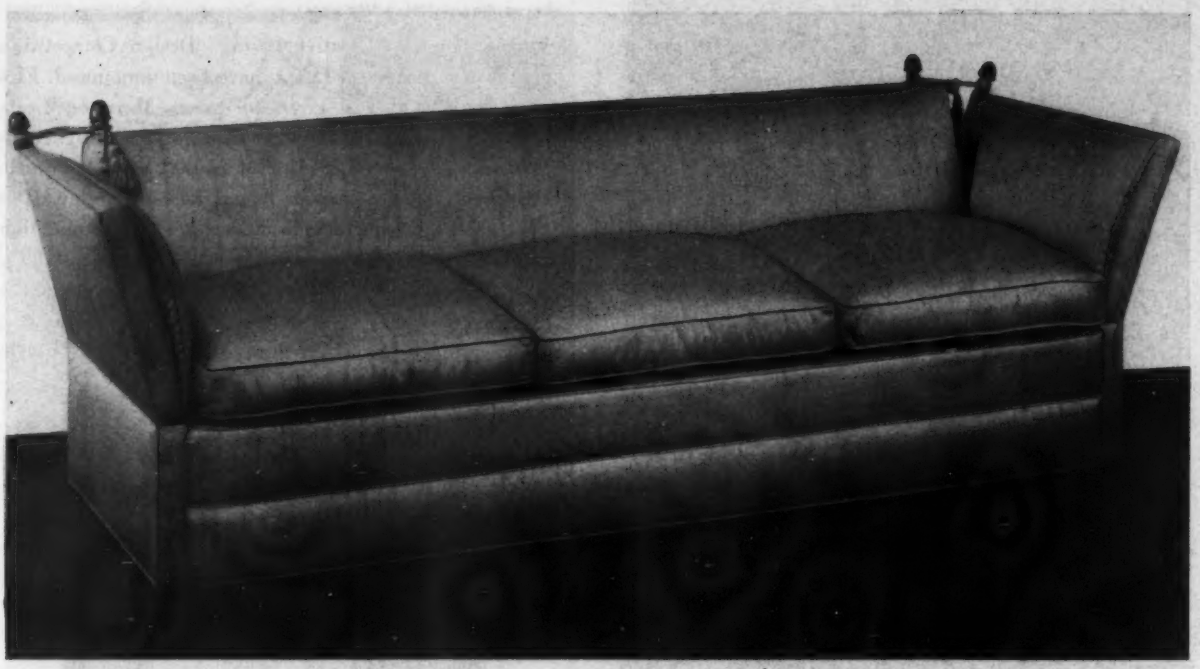

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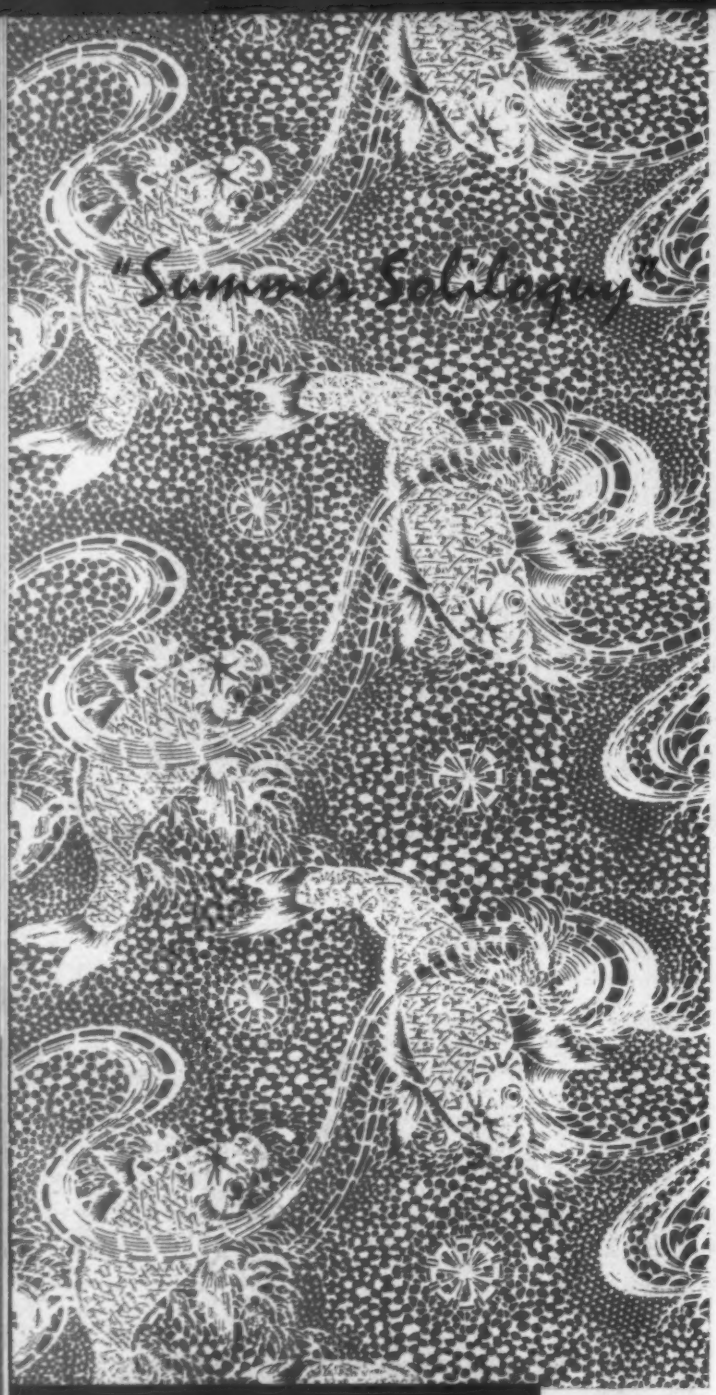


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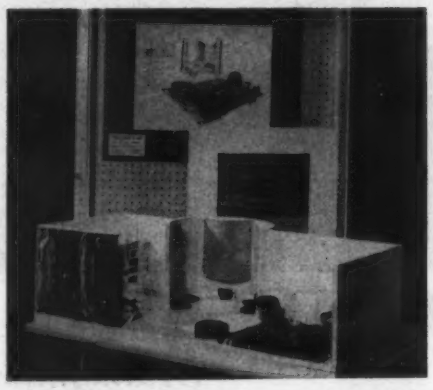
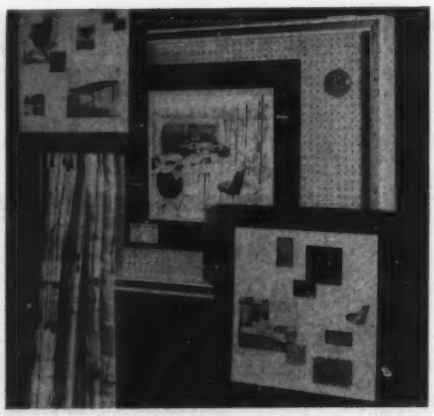
**Lurex Competition Winners**

Winners in the "Creative Living" Design Competition, held by the makers of Lurex, have been announced. First prize of $2,000 was given to James Morrison Leefe, A.I.A., for an interior which used fabrics designed by Miriam Leefe; second prize of $1,000 went to Martha Crawford for an interior using fabrics designed by Grace Ohanian of Jackson Ellis Co. The competition, sponsored by The Textile Fibers Department of The Dow Chemical Company, makers of Lurex, was held to "focus more attention on the interior designer as a creative force in home furnishings." Entries were judged



*First prize winning interior was designed by James Morrison Leefe, A.I.A., the fabrics by designer-weaver Miriam Leefe.*



*Interior which won second prize was designed by Martha Crawford, the fabrics by Grace Ohanian of Jackson Ellis Company.*

by a jury consisting of J. H. Leroy Chambers, President, American Institute of Decorators; Elizabeth Gordon, Editor, House Beautiful; Michael Greer, President, N.S.I.D.; Vera Hahn, Fashion Editor, Home Furnishings Daily; Dr. Grace McCann Morley, Art Writer and Lecturer; Neil Petrie, President, W. & J. Sloane and Barker Brothers; Bill Raiser, Raymond Loewy Associates; and Mrs. John A. Pope, Chief, Traveling Exhibition Service, Smithsonian Institute. The winning entries were displayed in an exhibition at the National Design Center during the month of February.

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# Market Spotlight

*continued from page 303*

1

**1—Brach-Allen Studio introduces a French candelabrum lamp in fruitwood with honey-toned finish; shade of imported embroidered linen.**

**2—Frederick Cooper offers *Manor House* lamp designed by Frank Penfold Brown; mahogany panels and antique brass accents are foil for natural linen shade.**

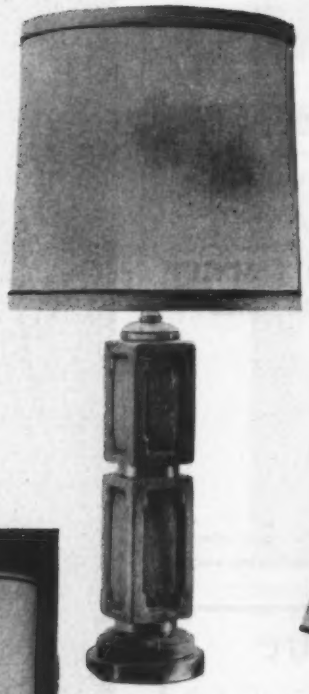
**3—From Westwood, a Colonial bronze base and chimney contrasts with Pennsylvania Dutch design in antique white with yellow, turquoise, and green accents; designed by Shirley Prager.**

**4—Warren Kessler Inc. reproduces Ram's head urn-shape lamp in beige, marbleized with mocha and gold; white shantung shade.**

**5—Norman Perry Inc. designs apothecary lamp in pewter and brass with fruitwood base, measures 30″ overall.**

3

2



4

5

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